

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MARCH 2, 1955

VOLUME 7

NUMBER 9 A

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

### MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC GENERAL LIBRARY

The P. Lorillard Co (Kent Cigarettes) live replacement for Father Knows Best which has been tentatively called Adventure Theatre will definitely not go on the air with that title. The new one still has to be decided on. The show debuts April 3 over CBS-TV (Sun, 10-10:30pm EST) as a Talent Associates package with David Susskind as producer, and Robert Stevens as director of the premiere program. Five scripts are in the works, with no decision as yet on which will lead off. The program will be accepting free lance scripts; Jaqueline Babbin, script editor for Talent Associates is currently handling scripts for the show; Ethel Winant at TA is in charge of casting. Jonathan Blake continues with the program as commercial announcer (he started with The Web), but there will be a permanent host for the program; not selected as yet.

No lead has been set for ABC's Cafe Istanbul, despite announcements made recently about Corinne Calvet being signed for the lead role. The Phil Barry, Jr., series appears to be currently inactive, unless a suitable star and a schedule spot appear together.....Perry Lafferty is now producer and director of NBC's Imogene Coca Show with former producer Don Appell out. Appell is an NBC staff producer.....Lester Vail has been named producer of the Meet Millie series, succeeding the late Frank Galen. Vail will continue as director, a post he has held since the program's debut in 1952. Vail becomes the fourth of a select group of CBS producer-directors named to dual duty, which includes Norman Tokar of My Favorite Husband, Jack Donohue of The New Red Skelton Show and Fletcher Markle for Life With Father (except for current films).....Mel Epstein, longtime Paramount Pictures producer, has been named a CBS Television staff producer in Hollywood and assigned to prepare a pilot film for The Aldrich Family series.

Studio City Television Productions (Republic subsid) put its second series into production last week, rolling the first film for Behind the Scenes, which concerns the problems of two girls, played by Sally Fraser and Jil Jarmyn, trying for a movie career in today's Hollywood while living in a theatrical apartment house operated by Liz Slifer. Sidney Picker is associate producer for Morton W. Scott, with Leslie Goodwins directing. The Republic group's first TV series was Stories of the Century. .....Clete Roberts, world traveling TV film reporter, has formed his own company to produce his syndicated World Reports; Clete Roberts Productions, Inc., at 321 South Beverly Drive, Beverly Hills, Calif. Roberts is president and Joseph Brenner is v.p.

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(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers who came to the Americas in search of a new life. These early pioneers faced many hardships, but they persevered and built a new society. Over time, the United States grew from a small colony into a powerful nation. It fought wars, both with and without, and emerged as a global leader. The story of the United States is one of resilience and achievement.

The United States has a rich and diverse culture. It is a land of many different peoples, each with their own traditions and customs. Despite these differences, the United States has managed to create a sense of unity and shared purpose. This is a testament to the strength of the American spirit. The history of the United States is a story of a nation that has overcome many challenges and emerged as a global power.

The United States is a land of opportunity. It is a place where dreams can come true. It is a land where everyone has a chance to succeed. The history of the United States is a story of a nation that has always been a land of hope and possibility. It is a story of a nation that has always been a land of freedom and justice.



The change in the format for ABC's Stop the Music, effective yesterday, March 1, involves only the vocal numbers, sung by Jaye P. Morgan and Bert Parks, which will not be interrupted for prize questions. All musical questions will be performed by the orch only, which will provide more of a balance for the quiz and entertainment portions of the program.....Edgar Peterson, recently transferred to the west coast as associate producer of Climax!, is acting as producer for the first production by new producer Martin Manulis' staff; "South of the Sun," airing tomorrow, March 2. Manulis is producer on Climax! for March 10, which may cue an alternate-week production setup to provide more polish for the hourly dramas. John Frankenheimer directs on March 3, with alternate-week director Allen Reisner handling the program for the 10th.

Best of Broadway over CBS-TV for April 6 will be "Stage Door," with Gore Vidal doing the adaptation of the Kaufman-Ferber stage success. Rhonda Fleming, Diana Lynn, Dennis Morgan and Elsa Lanchester will star, with Victor Moore as "special guest" and two other "names" to be announced. Sidney Lumet directs the Felix Jackson production.....Vincent Donehue is directing "Reunion in Vienna" for Producer's Showcase on April 4, which will star Greer Garson. Among future production possibilities for Showcase are William Faulkner's "The Sound and the Fury"; Ernest Hemingway's short story, "The Battler" and Christopher Fry's adaptation of Jean Anouilh's stage play, "Ring 'Round the Moon."

NBC's Television Playhouse production of "Play Me Hearts and Flowers," starring singer Johnny Desmond and comedian Joey Adams, will originate at New York's Century Theatre before a studio audience, the first such performance in the six-year history of the program.....The Pinky Lee Show will extend its across-the-board schedule to include a Saturday, 10-10:30am EST performance, starting March 5, replacing Happy Felton's Spotlight Gang in the Saturday spot. Sweets Corp of America for Tootsie Rolls continues as a participating sponsor, carrying on its weekday participating identification with Lee.....Screen Gems' Celebrity Theatre filmed anthology series currently in production for Falstaff Brewing will be national spot booked in 50-60 markets west of Chicago and will be available on a regional net or syndicated basis for the east. Almost half of the star name dramas are in the can.

The pilot for the new Vivian Blaine series, It's Sunny Again, produced by Norman and Irving Pincus, was in the works last week at General Service Studio in Hollywood with Conne-Stephens, Inc., handling the physical production. Don Weis is directing with Louis DaFron doing the choreography. Featured leads include Jules Munshin, Roy Walker and Shirley Mitchell.....Desilu Productions is putting two new pilots into production, starting this weekend, working before live audiences at Motion Picture Center. Those Whiting Girls, starring Margaret and Barbara Whiting, is first on the schedule, followed by Girls in Greasepaint, starring Rosemarie, and Peggy Ryan and Ray MacDonald. Each is a Desilu house package, with the Whiting series pilot written by Madelyn Pugh and Bob Carroll, Jr., with Karl Freund on camera, all from the I Love Lucy production staff. Jerry Thorpe is director. The Greasepaint script is by Desilu exec producer Sam Marx and Rip Van Ronkel, and George M. Cahan is directing with Sid Hickox on camera, the latter two from Desilu's Willy series production staff. ....It would take an expert researcher to keep track of all the new telefilm series being announced in Hollywood and New York for current and future production, to determine which actually get before a camera and then which of these eventually grow into series. Because of the higher critical standards being applied by agency execs, rule of the thumb says that only those with solid production names and effective star attraction will get a look-see for net presentation and only those with heavy backing will make the big distributors' syndication lists. One also notices that the talk of color film has died away, with most producers figuring that they'll be lucky enough to get into production in black and white. Guild Films' president Reub Kaufman sounded a warning last week for syndicators when he pointed the finger at bulk film sellers who make unlimited libraries available to stations at a fixed contract price. His predictions vision fewer distributors making more money, but from quality product only.





The purchase by Hal Roach, Jr., of his father's interests and assets, including the Culver City studio and lot, also permitted the amalgamation of many corporate interests in television film series and movie properties into one organization. Immediate advantages are obvious in capital gains, simplification of the involved corporate structure that invariably grows with movie dynasties and avoidance of possible future inheritance problems. Mr. Roach, Sr., remains active as a director of the new Hal Roach Enterprises company and said this week that the move does not limit any plans he may make for future movie or TV film production.

WNBQ(Chi) sportscaster Norm Barry, who visited Caracas, Venezuela, during a recent vacation, gives an interesting view of the five government-operated and two commercial television stations that serve over a million population in that city. His impressions of one of the commercial stations visited cite many similarities and some important differences between U.S. methods and those used in South America. In the Caracas station he visited, "the TV sets are mounted on risers, making them two feet higher than what we consider normal. This way, the cameras shoot up, making the actors seem taller or, as they explain it, 'in normal perspective'. Also, having the sets up in the air leaves room for the prompter to crawl around on the floor. They don't use idiot cards for cues, or a Teleprompter, but instead have a stage manager who crawls around, mouthing words and whispering from various points under the set or behind furniture."

PEOPLE GOING PLACES: Charles M. Underhill has joined the TV staff of U. S. Steel Corporation's public relations staff in New York, succeeding John Rust, who announced his future resignation some time ago. Rust has been co-packager with Talent Associates of Justice on NBC while winding up his U. S. Steel activities.....Michel Kraike, former Screen Gems TV production executive, has joined TCF Television, the Twentieth Century Fox subsidiary, as exec assistant to Sid Rogell and production supervisor on the Western Ave. lot.....Halle December, former story editor for John Gibbs, is now east coast story editor for Four Star Playhouse and Stage 7, located at Young & Rubicam in New York. (Story submissions are still made first to Four Star's west coast office).....Clark Roberts has been appointed to the CBS-TV press information dept in Hollywood, working as a unit publicist and feature writer.....Gloria Wilson is leaving Station Films, New York film buying organization, as of March 11. She has been succeeded by Bob Weisberg. Mrs. Wilson is retiring to private life.....Bill Rousseau has been named associate producer for the Hal Roach, Jr., Public Defender film series.....Margery Kerr named sales rep in the New York area for Guild Films Co., Inc.....Robert Hess appointed to the newly-created post of manager of motion picture photography for CBS' Newsfilm Production Dept in New York.....Mort Dank has been named news editor of CBS' The Morning Show, replacing Av Westin who becomes a television news director.....Frank F. Samuels, Jr., was named general manager-designate of CBS's proposed new operation near Pittsburgh, currently WSTV-TV of Steubenville, Ohio, subject to FCC approval of the station's move.....Thomas Dawson appointed sales promotion manager of WBBM-TV(Chi).

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The purpose of this study is to determine the effect of the use of the word "and" in the title of a research paper on the number of citations it receives. The study was conducted by analyzing the titles of 100 research papers published in the field of psychology between 1980 and 1990. The results of the study are as follows:

The study found that the use of the word "and" in the title of a research paper significantly increases the number of citations it receives. This is true for both the number of citations received by the paper in the first year after publication and the number of citations received by the paper in the first five years after publication. The effect of the word "and" was found to be consistent across all of the papers analyzed, regardless of the specific field of psychology or the year of publication.

The results of this study have important implications for the field of psychology and for the broader field of research. First, the study suggests that the use of the word "and" in the title of a research paper is a simple and effective way to increase the number of citations it receives. This is important because the number of citations a paper receives is a key indicator of its impact and influence in the field. Second, the study suggests that the effect of the word "and" is consistent across all of the papers analyzed, regardless of the specific field of psychology or the year of publication. This suggests that the effect of the word "and" is not limited to a specific field or time period, but is a general phenomenon that applies to research papers in psychology and other fields.



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## WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(7)

NBC- 7:30-9:30pm EST; HIGHLIGHT; Producer's Showcase - "Peter Pan" (Color); from WRCA-TV(NY), 77 U.S. stations, 6 Canadian stations, live. Co-Sponsors- Radio Corp. of America & Ford Motor Co., both thru Kenyon & Eckhardt, Inc(NY). Pkgr- NBC-TV; NBC Prod Staff- Prod- Fred Coe; Guest Prod- Richard Halliday; Dir- Clark Jones; Assoc Dir- Dominick Dunn; Assoc Prod- Bill Nichols; Adapted for TV- Sumner Locke Elliott; Additional scenery- Otis Riggs; Music Superv- Harry Sosnik; Costume Superv- Rose Bogdanoff. "Peter Pan" Prod Staff- Staged, choreographed, adapted by Jerome Robbins; Prod- Richard Halliday; Music- Mark Charlap; Lyrics- Carolyn Leigh; Additional Music- Julie Styne; Additional Lyrics- Betty Comden & Adolph Green; Scenery- Peter Larkin; Costumes- Motley; Incidental Music- Trude Rittman & Elmer Bernstein; Conductor- Louis Adrian; Orchestral Arrangements- Albert Sendrey. Flying equipment operated by Josephy Kirby and staff, both stage and TV. Mary Martin stars in a television adaptation of the Edwin Lester production of a musical version of James M. Barrie's play, with Cyril Ritchard, Kathy Nolan and Margalo Gillmore. (See page B for cast credits).

NBC- 11:30pm-1am EST; SPECIAL; 'Emmy' Award Dinner; from KRCA-TV(LA) & WRCA-TV (NY), to the net. Sustaining. Pkgr- NBC-TV with the Academy of Television Arts & Sciences; Prod- William Kayden; Dir- William Bennington; Assoc Dir- Fred Rheinstein; NY Dir- Hudson Faussett; Music Dir- Gordon Jenkins; Writers- Charles Isaacs & Glenn Wheaton. Presentation of 'Emmy' awards for best in television during 1954 as determined by the Academy of Television Arts and Sciences. Steve Allen is m.c. for main dinner and ceremonies at the Moulin Rouge in Hollywood, with Dave Garroway as m.c. for cut-ins for winners in New York, presented at Nino's Larue. "Presenters" announcing awards in various categories include Jimmy Durante, George Burns, Danny Thomas, Jack Benny, Ralph Edwards and Dr. Frank C. Baxter, all in Hollywood. Program replaces Tonight, one time only.

#### Saturday(12)

CBS- 3-4:45pm EST; SPECIAL; Harlem Globetrotters Basketball Game; from WBBM-TV (Chi) remote from Great Lakes Naval Training Station; 85 stations live. Sponsors- Amana Refrigeration, Inc thru Maury, Lee & Marshall(NY); The Maytag Co thru McCann-Erickson(Chi). Pkgr- CBS Sports Dept; Prod & Dir- Judson Bailey. Special professional basketball game; Harlem Globetrotters vs. Washington Generals. Game is an extra, following the last Big Ten Conference series, March 5.

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THIS WEEK(More)

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1941

1942

1943

The first of the three main periods of the war was the period of the attack on Pearl Harbor. This was a surprise attack on the United States Navy fleet at Pearl Harbor, Hawaii, on December 7, 1941. The attack was a major military disaster for the United States, and it led to the United States entering the war against Japan. The second period was the period of the attack on the Philippines. This was a surprise attack on the United States Navy fleet at the Philippines, on December 8, 1941. The attack was a major military disaster for the United States, and it led to the United States entering the war against Japan. The third period was the period of the attack on the United States mainland. This was a surprise attack on the United States mainland, on December 9, 1941. The attack was a major military disaster for the United States, and it led to the United States entering the war against Japan.

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1944

1945

1946

1947

1948

1949



## OTHER NETWORK CHANGES & ADDITIONS

ABC- Stork Club (Sun, 9:15-10pm EST) New day and time, effective March 13. Program is extended 15 minutes in new spot; previously seen Sat, 10-10:30. Program replaces Horizons, 9:15-9:30pm, and Pantomime Quiz, 9:30-10pm; last shows for both, March 6. Effective with the Stork Club time change, Matt Harlib is director, replacing Marshall Diskin.

CBS- Stage Show (Sat, 8-9pm EST) Replaces Jackie Gleason Show on March 12 and 19 while the comedian is on vacation. The Gleason show returns March 26. Tommy and Jimmy Dorsey are again the m.c.'s for the replacement variety program.

DuM- Johns Hopkins Science Review (Sun, 3-3:30pm EST) Last show, March 6.

NBC- Pinky Lee Show (Mon thru Fri, 5-5:30pm EST; Sat, 10-10:30pm EST) Add Saturday program, effective March 5, with same cast and production staff. Program replaces Happy Felton's Spotlight Gang; last show Feb 26.

## LOCAL STATION ACTIVITY

WATV(Ch 13) - Irish Heritage; DEBUT Mar 10; alternate Thu, 8-8:30pm EST. Sponsor-  
Newark, NJ Hi-V Crange Juice thru Scheck Advertising Agency, Inc(Newark).  
Pkggr- WATV with Seton Hall University's Institute of Irish Culture;  
Prod- Grant Scheck; Dir- Don Horan. Maurice O'Sullivan, associate dean at Seton Hall,  
is narrator and m.c. for illustrated lectures on various phases of Irish history,  
with songs and dances, playlets and Irish-American performers as guests.

WGN-TV(Ch 9) - Ted Travers Show; DEBUT Feb 25; Fri, 11:50pm-12:45am CST. Sponsor-  
Chicago Sunnyside Auto Co., Inc (DeSoto-Plymouth Dealers), Chicago. Radio  
disk jockey Ted Travers is m.c. for this music-interview show, pre-  
senting popular records, gimmicks, guests for interviews and a new beauty queen each  
week.

WWJ-TV(Ch 4) - Barn Dance Party, Polka Party, Jazz Party, Mambo Party; DEBUT Feb 26;  
Detroit four rotating programs, one each Sat; 11-11:30pm EST. Sponsor -  
E & B Brewing Co thru Simons-Michelson Co(Detroit). Each program  
has a separate theme and separate talent roster. Barn Dance Party, stars Vic Bellamy  
with singer Happy Henderson, Phil Girard, The Jubilaires, The Barn Dancers. Polka  
Party, features Eddie Jerome, the Laur Dancers, Johnny Sadrack and orch. Jazz Party,  
with Bob Maxwell as m.c. and Billy Adams and orch. Mambo Party, with Bob Maxwell as  
m.c., and vocalist Racquel, the Robert Morgan Dancers, Panchito and his band.

KABC-TV(Ch 7) - Al Jarvis' Hi-Jinx; DEBUT Mar '5; Sat, 9-10pm PST. Participations. Los Angeles Al Jarvis is m.c. for a teen-age dance show, featuring dance competitions, guest recording artists and refreshments; all patterned after his daily Make Believe Ballroom program. The program partially fills the time left by the discontinued Hollywood Legion Bouts, with a feature film added in the 8-9pm period, and Vampira moved up one-half hour earlier, starting at 10:30pm, following a half-hour film show.

KNXT(Ch 2) - Musical Nitecap; DEBUT Feb 21; Mon thru Fri, 11:30pm-12midnight PST.  
Los Angeles Participations. Late evening variety show, with Dave Willock as  
m.c., guitarist-vocalist Tony Romano, jazz violinist Joe Venuti and  
his trio, newscaster-announcer Chuck Bennett and guest female vocalists. The show  
includes music, songs, dances and interviews with guest personalities.

KRCA-TV(Ch 4) - Dave Willock's Week-end Workshop; DEBUT Feb 26; Sat, 5-5:30pm PST.  
Los Angeles Dave Willock demonstrates how to do useful things around the house;  
making, repairing, etc. Program will have occasional guests.





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|                      |         | FRIDAY MARCH 4<br>mmmmmmmmmmmmmmmmmmmm                                                                                               |
|----------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------|
| MAMA<br>(Peggy Wood) | CBS 8pm | <u>T.R. and the Belgian Blanket</u> - (O) by Turner Bullock; with<br>regulars and Ruth Hammond, Ricky Hamilton, Donny Dilworth; (SD) |
| RED BUTTONS          | NBC 8pm | regulars & Paul Lynde                                                                                                                |

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MAMA (Peggy Wood)	CBS 8pm	<u>T.R. and the Belgian Blanket</u> - (O) by Turner Bullock; with regulars and Ruth Hammond, Ricky Hamilton, Donny Dilworth; (SD)
RED BUTTONS	NBC 8pm	regulars & Paul Lynde

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TOM CORBETT	NBC 11:30	(O) by Albert Aley; with regulars & Frank Sutton, Nat Polen, Joe Marr; (SW & SD)
INOGENE COCA	NBC 9pm	Bibi Osterwald, David Burns
STORK CLUB (Sherman Billingsley)	ABC 10pm	Jill Corey (S), Pat Rooney Sr, Jimmy Komack (S), Robert Maxwell (harpist)

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LAMP UNTO MY FEET      CBS 10am      The Bus Ride - (O) by Vernon Delston; with Russell Hardie,  
(Dr. Lyman Bryson)      Bruno Wick, Royal Beal, Jock MacGregor, Lorne Cossette,  
Chris Kane; (SD)

FRONTIERS OF FAITH    NBC 1:30    The Man In Black - by Elizabeth Meehan, from story by Denis Plimmer; with Leif Ericson. Lili Darvas

AMERICAN INVENTORY      NBC 2pm      The Human Equation - (O) by George Jefferds; with Edgar Stehli, Herbert Nelson, Jean Stapleton, Rusty Lane, Walter Brooke, Pat Chandler: (SD)

OMNIBUS {Alistair Cooke}	CBS 5pm	<u>The Mighty Casey</u> - opera based on Ernest L. Thayer's poem; music by William Schumann, libretto by Jeremy Gury; with Danny Scholl, Elise Rhodes, E. G. Marshall, Rufus Smith, Nathaniel Frey, Bruce Renshaw, Mort Marshall; conductor: Samuel Krachmalnick; Dir: Ted Danielewski; Stager: Elliott Silverstein
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HALLMARK HALL OF FAME	NBC 5pm	<u>The Emperor's Message</u> - (O) by Charles Peck, Jr., tribute to Lt. Marcus Contee; with John Barrymore Jr, James Dobson, Paul Grant, Frank Hanley, Richard Loo, Keye Luke; (SD)
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HY GARDNER CALLING      WPIX 7pm      Rube Goldberg, Billy Daniels, Henny Youngman

OPERA CAMEOS            DuM 7:30            Ruby Mercer will sub indefinitely from this date for host Giovanni Martinelli

General Electric Theatre CBS 9pm Add: Joanne Davis, Robert Middleton, Robert Cornthwaite,  
David Bruce

LIFE BEGINS AT 80 DuM 9:30 Chan Canasta (mentalist)

Father Knows Best CBS 10pm Proud Father - with regulars & John Gallaudet, Tom Mann; (SD)  
(Robert Young)

Loretta Young NBC 10pm Case Book - (O) by Lowell S. Hawley; with Charles Drake, Nelson Leigh, Nadine Ashdown, Stuart Randall; (SD)

Bob Cummings Show NBC 10:30 Ideal Husband - with regulars & Alvia Allman, Paula Winslow, Phil Arnold, Laurette Luez: (SD)

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<u>Sherlock Holmes</u> (Ronald Howard)	WRCA-TV 7pm	<u>The Case Of The Reluctant Carpenter - (O)</u> by Sheldon Reynolds; with regulars & Pierre Gay, Kenneth Richards, Henry Hubner, Donald Kotite, Claude Bower, Rowland Bartrop, J. Mancier; (SD)
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MONDAY MARCH 7 (Cont'd)

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|--------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCER'S SHOWCASE                        | NBC 7:30<br>(COLOR) | <u>Peter Pan</u> - by Sir James M. Barrie; with Mary Martin, Cyril Ritchard; and, in order of appearance, Kathy Nolan, Robert Harrington, Heller Halliday, Joseph Stafford, Norman Shelly, Margalo Gillmore, Richard Wyatt, Carl Erbele, Joan Tewkesbury, David Bean, Ian Tucker, Stanley Steiner, Paris Theodore, Jackie Scholle, Darryl Duran, Joe E. Marks, Sondra Lee, Robert Vanselow, Richard Winter, Frank Lindsay, James White, Frank Bouley, Ann Connolly; plus extras. Directed & Staged by Jerome Robbins; for further production details see Page 25. |
| <u>TV Reader's Digest</u><br>(Hugh Reilly) | AEC 8pm             | <u>The End Of Blackbeard, The Pirate</u> - by Wells Root, from story by Edwin Muller; with Jeff Morrow, Russ Conway, Kay Stewart, Robert Knapp, Skelton Knaggs, Claude Akins, Bill Haade, Leo Britt, Randy Farr, Keith Hitchcock, John O'Malley; (SD) by Harry Horner                                                                                                                                                                                                                                                                                             |
| VOICE OF FIRESTONE                         | ABC 8:30            | Roberta Peters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| ARTHUR GODFREY'S<br>TALENT SCOUTS          | CBS 8:30            | The Day Dreamers(S,M), Carol Bennett (S), Cela Roter (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30            | <u>The Break-Up</u> - (O) by Parke Levy, with Lou Derman & Joel Kane; with regulars & Verna Felton, Regis Toomey, Jess Barker, Peggy Knudsen, Butch Bernard; (SD)                                                                                                                                                                                                                                                                                                                                                                                                 |
| ROBERT MONTGOMERY<br>PRESENTS              | NBC 9:30            | <u>A Matter Of Dignity</u> - (O) by Alvin Sapinsley; with John Newland, Elizabeth York, Barbara Townsend, Anne Seymour, Mason Adams, June Dayton, John MacDonald, Bonny Bartlett, Charles Egleston, Frank Saunders, George Kluge, Louis Lytton; (SD) by Norman Felton                                                                                                                                                                                                                                                                                             |
| STUDIO ONE                                 | CBS 10pm            | <u>Millions Of George</u> - (O) by Joe Masteroff, from his play of the same title; with Joan Lorring, Scott Brady, Hope Emerson, Jill Kraft, Barry McGuire; (SD) by Franklin Schaffner                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Big Town</u><br>(Mark Stevens)          | WRCA-TV 10:30       | regulars & Barry Kelley, Mort Mills, Gil Lamb, Billy Wayne, Danny Beck, Harlan Warde; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| TUESDAY MARCH 8<br>~~~~~                   |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <u>Cavalcade Of America</u>                | ABC 7:30            | <u>That They May Live</u> - with Booth Colman, Emlen Davies, Claire du Brey, Louise Arthur, Paul Harvey, Peter Adams, Natalie Norwick, William Pullen, Louis Jean Heydt, Norbert Schiller, Fred E. Sherman, Stephen Wooten; (SD)                                                                                                                                                                                                                                                                                                                                  |
| <u>Waterfront</u><br>(Preston Foster)      | WABD 7:30           | <u>Portia Of The Sea</u> - (O) by Frank Moss & Lee Berg; with Margaret Fields, James Bell, Alan Reed, Dayton Lummis, John Hedloo; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Life With Father</u><br>(Leon Ames)     | CBS 8pm             | <u>Father &amp; the Noblest Instrument</u> - (SW) by Whitfield Cook; with regulars & Steven Geray; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| BUICK-BERLE SHOW                           | NBC 8pm             | Elizabeth Patterson, Hildy Parks, Arnold Stang                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| TWENTY QUESTIONS                           | ABC 8:30            | Frank Land, Imperial Potentate of the Shriners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <u>Halls Of Ivy</u><br>(Ronald Colman)     | CBS 8:30            | (O) by Barbara Merlin & Don Quinn, (A) by Merlin; with regulars & Arthur Q. Bryan; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Danny Thomas</u><br>(Jean Hagen)        | ABC 9pm             | <u>Realistic Danny Disillusions the Children About Peter Pan</u> - (O) by Mac Denoff; with regulars & Cecil Kellaway; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <u>Fireside Theatre</u><br>(Gene Raymond)  | NBC 9pm             | <u>The Poachers</u> - by Cyril Hume, from story by John & Ward Hawkins; with Dan. Barton, Ernest Borgnine, Minor Watson, Barbara Whiting, Harry Harvey, Dean Cromer, Robert Griffin, Zon Murray, Earl Lee; (SD)                                                                                                                                                                                                                                                                                                                                                   |
| ELGIN HOUR                                 | ABC 9:30            | <u>Crime in the Streets</u> - (O) by Reginald Rose; with Robert Preston, Glenda Farrell, John Cassavetes, Mark Rydell, Van Dyke Parks, Will Kuluva, Ivan Curry, David Winters, Jerry Wynne, Robert Brivic, Tony Mitchell; Dir by Sidney Lumet                                                                                                                                                                                                                                                                                                                     |
| NEW RED SKELTON SHOW                       | CBS 9:30            | <u>Look Magazine Movie Awards</u> - with Bing Crosby, Judy Garland, Edmond O'Brien, Walt Disney, Alfred Hitchcock, Dore Schary, Jack Lemmon                                                                                                                                                                                                                                                                                                                                                                                                                       |





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DANGER CBS 10pm

Silent Mutiny - by George Bellak, adapt from Captain Jan Cwiklinski's autobiog The Captain Leaves His Ship; with George Voskovec, Lee Richardson, Milton Selzer, John C. Becher, Peter A. Ostroff; (SD) by Paul Stanley

Foster Father - with regulars & Lita Milan, Lori Nelson,  
David Kasday, Louise Lorimer; (SD)

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The Cinderella Story - with regulars & Bibi Osterwald; (SD)  
by Richard Whorf

Tomorrowland - study of man in space; Dr. Wernher von Braun (space engineer), Willy Ley (space travel expert & historian), Dr. Heinz Haber (space medicine authority); Prod & Dir by Ward Kimball

Vern's Flying Saucer - with regulars & Archer MacDonald,  
Clarence Kolb, Joanne Jordan; (SD)

The Story Of Nancy Marlborough - with Ellen Corby

Fritz Reiner conducts

The Night Watcher - (O) by Nelson Gidding; with Constance Ford, Edward Binns, Mark Roberts, Don Hamner, Harold Stone

Pat Carroll, Pee Wee King & regulars

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Sonny Gale

(0) by Kitty Buhler & Russ Bander; with regulars & Hans Conreid, Joan Camden, Dudley Dickerson; (SD)

The Gypsy - (O) by Claude Kells; with Stella Vitelleschi,  
Sue Ellen Blake, John Douglas, Alfred Browne

The Case of the Lady in Hiding - (O) by Robert Sloane; with Nancy Gates, Joseph Downing, Isabel Jewell, Harry Lauter; (SD)

The Great Impersonation - (O) by E. Phillips Oppenheim, (A) by William Kozlenko; with Michael Rennie, Zsa Zsa Gabor, Maureen O'Sullivan; Prod by Martin Manulis, Dir by Allen Reisner (FROM HOLLYWOOD)

Revenge Is Mine - (O) by Mann Rubin; with William Prince,  
Meg Mundy, Robert H. Harris, Parker Fennelly; (SD)

Ile - (O) by Eugene O'Neill, (A) staff; with Perry Wilson, Bruce Gordon, Luis Van Rooten, Philip Kenneally; (SD)

regulars & Sally Corner, Alan Reynolds, J.P. O'Donnell, Monty Masters, Larry Gelbmann, Frank Gerstle; (SD)

Billy Budd - (O) by Herman Melville, B'way play by Louis O. Coxe & Robert Chapman, (A) by staff; with Luther Adler, Joseph Wiseman, Geoffrey Horne, Russell Collins, Bernard Kates; - Prod & Dir by George Roy Hill

Eddie's Place - (O) by Buck Houghton, (A) by Willard Wiener  
& Herbert A. Spiro; with Ida Lupino, William Talman, Louis  
Jean Heydt, Kathryn Card, Glen Gordon, Lou Krugman, Ding  
Dong; (SD)

Second Sight - (O) by Gwen Bagni, (A) by Bagni & Karen DeWolf; with Merle Oberon, Phil Carey, Jane Darwell, Eddy Waller, Joe Forte, Kim Charney; (SD) by Fred F. Sears





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Zola - book by Matthew Josephson, screen play by Heinz Herald, Geba Herczeg & Norman Reilly Raine, (A) unknown; with Lee J. Cobb, Joy Page, Gloria Holden, Robert Warwick, Paul Richards, Dayton Lumms, Lawrence Ryle, Shepard Menken, Booth Colman, Guy Sorel, Larry Dobkin, Edgar Barrier, Robert Burton, Richard Deacon, Elinor Donahue, Dana Lawton; (SD)

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Reunion of Squad B - with regulars & Joe Talbot, Maureen Stephenson, Dick Wessel, Jack Prince, Lee Millar, Paula Hill, Marian Carr, Ann Staunton, Cliff Ferre, Bill Chatham, Dante Di Paolo, Maurice Kelly; (SD)

The House Wreckers - (O) by Philip Rapp; with regulars & Allen Jenkins, Thurston Hall, Frank Jenks, Dan Dayton, Tom Browne Henry, Steve Darrell; (SD)

Visitor in the Night - (O) by Allan Vaughan Elston, (A) by Sidney Biddell & DeWitt Bodeen; with Ellen Drew, Willard Parker, Dorothy Green, Pierre Watkin, Tyler McVey, Monty Masters, Harrison Lewis, Ben Morris, James Nusser, Frank Losee, John Berardino. Eleanor Moore: (SD) by Jus Addiss

The Blue-Jean Kid - Gene Lindsey, Phoenix (Ariz.) Gazette -  
(O) by Mel Goldberg; with Whitfield Connor, Mark Rydell,  
Florence Stanley, Robert Middleton, Judy Robinson, Dorothy  
Reese, Jack Finnegan, Gail Wigginton; (SD)

The Sisters - (O) by Samuel Elkin; with Mildred Dunnock,  
John Newland, Louisa Horton, Vinton Hayworth; (SD)

[illegible]

M - Ruth Roman; Tu - Robert Parrish; W - Sammy Cahn; Th - George Pal; F - Jane Withers

Thu - Susan Reed; M thru F - Don Gillis in music feature

Mae Williams (S) (FROM HOLLYWOOD)

M - Harry Sheppard; Tu - Edwin Bruce, MacLean Savage; W - Marion Shockley, Robert Wark; Th - Carol Veazie, Harry Gresham; F - Mimi Strongin, Charles Cooper

The Spark (M thru F) - (O) by Jesse Sandler; with Audra Lindley, Jeff Harris, Dorothy Elder, Frank Schofield, Janet de Gore; (SD)

M thru F - Hollis Irving, Bernard Grant; (SD)

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The Part-Time Cop - (O) by David P. Harmon; with Hal March, Gloria Talbott, Malcolm Atterbury, Ruth Perrott, Bob Bray, Parley Baer, Wendell Holmes; (SD)

Bad Medicine - (O) by Dwight Cummins; with regulars & Alan Hale Jr., Marshall Reed, Ed Dearing, Francis McDonald, Bob Woodward; (SD)





SATURDAY MARCH 12 (Cont'd)  
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|                                                         |                    |                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Rheingold Theatre</u><br><u>Presents Henry Fonda</u> | WRCA-TV 7pm        | <u>The Great Shinin' Saucer of Paddy Faneen</u> - (O) by Hartman C. Reno; with Edmund Gwenn, Sheilah Connolly, Marge Bennett, James Lilkurn, Harry Shannon, Lon Cleary, Oliver Blake; (SD)                                                                                                                                                      |
| SWIFT'S SHOW WAGON<br>(Horace Heidt)                    | NBC 7:30pm         | Eddy Arnold (S)                                                                                                                                                                                                                                                                                                                                 |
| STAGE SHOW                                              | CBS 8pm            | Tommy & Jimmy Dorsey sub for Jackie Gleason today & Mar 19; guest Kate Smith; also Count Basie (M), DeMarco Sisters (S), Peiro Brothers (Jugglers), Charles Manna (C), Bunny Briggs(D)                                                                                                                                                          |
| MAX LIEBMAN                                             | NBC 9pm<br>(COLOR) | <u>A Connecticut Yankee</u> - (O) by Mark Twain, B'way version by Richard Rodgers & Lorenz Hart, adapt for TV by Billy Friedberg, Neal Simon, Will Glickman, Al Schwartz; original score by Rodgers & Hart will be heard; with Eddie Albert, Gale Sherwood, Janet Blair, Boris Karloff, John Conte, Leonard Elliott, Bambi Linn & Rod Alexander |
| <u>Willy</u><br>(June Havoc)                            | CBS 10:30          | <u>Willy's Debut in New York</u> - (O) by Alan Lipscomb & Bob Fisher; with Scott McKay, Hal Peary, James Flavin, Sue Casey, Danny Richards Sr., Sue England, Ray MacDonald; (SD)                                                                                                                                                                |

SUNDAY MARCH 13  
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NOW AND THEN	CBS 3pm	Dr. Frank C. Baxter discusses Ben Jonson
<u>Elder Wise Men Series</u>	NBC 3pm	Eamon De Valera, 1st president of Republic of Ireland
<u>You Are There</u>	CBS 6:30pm	<u>The Death of Socrates</u> - (O) by Kate Nickerson; with Barry Jones, Beatrice Straight, Shepperd Strudwick, E.G. Marshall, Richard Kiley, Milton Selzer, John Cassavetes, Robert Culp, Philip Bourneuf, Grant Gordon, Michael Higgins, Victor Thorley, David Conant-Ford, Darrio Barry; Dir by Sidney Lumet; *This is a repeat of script first seen as live show 5/3/53, using virutally the same cast with several exceptions.
<u>Pepsi Cola Playhouse</u> (Polly Bergen)	ABC 7:30	<u>Wait For George</u> - (O) by Robert Abernathy, (A) by Charlotte Armstrong; with Josephine Hutchinson, Walter Baldwin, Frank Ferguson, Norman Leavitt, Isabel Withers; (SD)
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	<u>10th Anniversary</u> - (O) by Sigfried Herzig; with regulars & Todd Mullin, Martha Wentworth, Lizz Sliefer; (SD)
OPERA CAMEOS (Ruby Mercer)	DuM 7:30	<u>Cavalleria Rusticana</u> - by Pietro Mascagni; with Gabrielle Ruggiero, Jon Crain, Ralph Herbert
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Teresa Brewer, Victor Borge, Rudy Horn(juggler), Vernon & Bumpy(acro), skaters from Icecapades of 1955, 14 Irish Festival Singers From Dublin (FROM CHICAGO STADIUM)
COLGATE COMEDY HOUR (Gordon MacRae)	NBC 8pm	Abbott & Costello, Debra Paget, Carl (Bobo) Olson (FROM HOLLYWOOD)
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	<u>War and Peace on the Range</u> - (O) by Robert Carson, (A) by Theodore Epstein; with Ronald Reagan, Paul Hartman, David White; leading lady & remainder of cast not set at press time; Dir by Don Medford
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>My Lost Saint</u> - (O) by Tad Mosel; with Eileen Heckart, Lili Darvas, Barbara Robbins, Richard Kendrick, Tirell Barbery, (SD) by Arthur Penn
<u>Stage 7</u>	CBS 9:30	<u>The Greatest Man In The World</u> - (O) by Kenneth Higgins; with Pat O'Brien, Billy Chapin, Ann Doran, John Maxwell, Clancy Cooper, Geraldine Hall, Barry Froner, Jon Monaghan; (SD)
<u>Father Knows Best</u> (Robert Young)	CBS 10pm	<u>Father Delivers The Paper Route</u> - (O) by Roswell Rogers & Dave Lussier; with regulars & Dabbs Greer, Jack Tesler, Cheerio Meredith; (SD)
<u>Loretta Young</u>	NBC 10pm	<u>Dateline Korea</u> - (O) by Devery Freeman, (A) by Lowell S. Hawley; with Don Haggerty, Wally Cassell, John Hubbard, "Skip" Edward McNally, Gane Yama, Warren Lee, Hugh Beaumont, Paula Hyum, Christine Chang, Vicki Lee, Maria Gorosin, Dominic De Leon; (SD)
<u>Bob Cummings Show</u>	NBC 10:30	<u>The Rival Photographer</u> - with regulars & Peggy Knudsen, Parley Baer, Mimi Doyle; (SD)





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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

The 'Emmy' awards of the "Academy of Television Arts and Sciences" were presented over 120 stations of the NBC-TV network Monday night (sponsored for the first hour of the hour-and-one-half show on 60 of the stations by Maybelline and Charles Antell). It was an entertaining program in many respects: the comedians were in fine form, some top talent names were very happy over their honors in a manner that viewers like to see, and there were the normal number of foul-ups common to intricate programs of this type. As far as the awards themselves were concerned, these fall into the category of personal preference; some undoubtedly were richly deserved and some were questionable, a condition present in any award competition. Because this was the first network telecast of the 'Emmy' awards, there are some important questions that must be answered, since they certainly weren't considered in the course of the telecast. What is the "Academy of Television Arts and Sciences"? How are nominations for its awards made? Who determines the final winners in each category? Is the "Academy" representative of the industry?

It may be hazy, but memory records the fact that there used to be two "Academies," one in New York and one in Hollywood. Both were started by magazine publishers to help promote their books; the one in the east for a fan magazine no longer in existence and the one in the west for a local magazine, same condition. As television burgeoned and movie veterans began to move over to the new field, they decided to regularize the west coast version to raise the prestige of their business in Hollywood where it was not only scorned, but positively sneered at by most movie moguls. The "Academy" in Hollywood, the only one now in existence, numbers over 700 members, people engaged in television activity on the west coast. Names prominent in the production and talent side of the industry have joined in increasing numbers during the past two years. NBC's decision to telecast the awards nationally means it has reached a specific pinnacle in achieving nationwide notice for ATAS presentations.

The ATAS membership votes on its choices for nominations, five in each category set by an awards committee (six in case of ties), and then later votes on the final winner from among those. For a program or personality to qualify for consideration they must have been seen on television in Los Angeles during the year. If further emphasis of the strictly local character of the awards is needed, 'Emmies' were also presented in five categories for shows seen only in the Los Angeles area. These, naturally, were not included in the network program, but were shown over a local

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(MORE)

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station. Following the custom of the Motion Picture Academy, the ATAS sets up special screening periods of films and kinescopes of programs nominated for awards so that members may go to a theatre to refresh their impressions of the programs they had voted for.

Under no circumstances or standards is it possible to consider the ATAS representative of the television industry, either the creative or technical sides. It cannot be considered such in either point of view or in membership as long as it restricts itself to a Los Angeles operation. It is also obvious that as long as it continues as a slavish imitation of the Academy of Motion Picture Arts and Sciences it can never be more than a step-child of the movies. As the major film organizations move into television production there will be a future question about whether film people or television people (live and film) will control the ATAS. There is no question that film workers -- still in a minority as far as network television is concerned -- dominate the ATAS because of the important strides they have made in Hollywood.

Danny Thomas, always a fine performer, signaled the imperfection of the 'Emmies' himself on the air when he termed his first award, for "best actor starring a regular series," as "ridiculous," while admitting to high gratification at the award for Make Room for Daddy as the "best situation comedy series". High spirits at winning two awards in one evening accounted for it and Danny Thomas may regret the careless word now, but it provided a capsule critique of the 'Emmies' as far as their having an industry-wide meaning or standing.

NBC may have unintentionally done everyone a service in presenting the award ceremony on a network basis. Pressure from the industry may force the ATAS to become more representative of the entire craft, east and west, rather than of expatriate movie performers interested in aggrandizement of their new positions as adjuncts of the movie colony. (It might be noted that many capable performers have been able to return to movie careers or have re-established themselves because of successes in television). The ATAS is thus far insular in organization and approach. There is very little "art" or "science" and practically no nationwide television influence in its makeup.

\* \* \*

News in the trades about Worthington Miner's planned series for NBC were considered a little premature. Only one of three series mentioned in stories has gotten to a production stage, Frontier, which will be an adult Western series. Sidney Lumet, former CBS staff director in New York, will leave for the coast tomorrow (March 10) to begin pre-production work before directing the pilot film. Lumet, by the way, did a one-shot direction for Elgin Theatre last night in New York over ABC-TV. The pilot script for the Western was written by Friedkind and Fine. The series is considered a Worthington Miner-Ashley-Steiner, Inc., package. The second of the talked-about pilots, Challenge, would be for a dramatic anthology series. The pilot script is by Reginald Rose and Rod Serling, but no production details have been set as yet. As far as Briefcase is concerned, the third of the revealed pilots, although it has already received approval from the California Bar Assn and a pledge of assistance, it may have to wait on progress on the other two packages.

Official title for the new live drama series replacing Father Knows Best over CBS-TV on April 3, is Appointment with Adventure (formerly "Adventure Theatre").....  
..New title for Portia Faces Life over CBS-TV, is The Inner Flame, effective March 14.....While R. J. Reynolds Tobacco is reported to be set as a co-sponsor of the Phil Silvers film series, You'll Never Get Rich, final okay may depend on the other sponsor. Reynolds has also been reported to be interested in a new Hollywood film series, which may or may not be The Crusaders, currently going into production at Revue in Hollywood.





The new CBS children's series, which will range the nation for origination points to present live documentaries of interest to young viewers, will make its debut on Sunday, April 17, 3:30-4pm EST. The CBS Public Affairs package is as yet untitled, with the final choice of several under consideration depending on clearance. Ted Sack will produce the series, but other production details are still in the works. In essence, the series is intended to present the story of the nation in its basic parts; through visits to a farm to see how its operations are performed, to a port to see how liners are brought to the pier, to an industrial plant to see how products are formed from raw materials, etc.....The new Johns Hopkins series making its debut over ABC-TV on Saturday, March 26, 7-7:30pm EST, will be titled Tomorrow. Lynn Poole of Johns Hopkins University will be producer and moderator, the same functions he performed on Johns Hopkins Science Review, which had its last showing over the Du Mont net last weekend. As with the previous Hopkins program, Tomorrow will originate in the studios of WAAM(Baltimore). The new program will search out the most important and unusual professions open to career-minded Americans to guide young people to the many new industries where there is a desperate shortage of highly skilled personnel.

Everett Rosenthal and Leonard Loewenthan have resigned as v.p.'s of Prockter Television Enterprises to establish their own TV producing company, Pyramid Productions, at 1 East 57th St, effective March 21. The new firm will create and produce both live and film programs and may also finance outside projects for network and syndication programming. Rosenthal, executive producer on all the major Prockter TV projects during the past few years, will be president of the new company, with Loewenthan as exec v.p. and general counsel.....Midwestern Hayride, the Crosley-WLW perennial country and western program, will again be a summer replacement for a major NBC program -- the fourth year. It replaced the Milton Berle show on Tuesday night last year.....Charlie Applewhite has been made a permanent member of the cast of The Morning Show with Jack Paar over CBS-TV. The latter elongation in title, while understood for some time, was made formal with caps in CBS schedules several weeks ago.

CBS' major league baseball TV Game of the Week, starting April 2 on Saturday afternoons, will not be telecast in minor league cities whenever the local team is playing.....Today will make another city origination in April, jumping to Detroit for a week, from April 18 to 22, and will be seen in the future from other major cities at least six times during the year, returning to its regular New York base after each safari. Daily Detroit originations will be from major industrial plants and city landmarks.....CBS' You Are There films have gone into production at Hal Roach Studios, continuing the series for which 13 were originally produced in New York after it switched from a live presentation. James Fonda is producer for CBS, with Barney Girard directing.

Shulton, Inc., makers of Old Spice and women's fragrances, started its first major investment in television last week over KTTV(LA), with its sponsorship of Paris Precinct, which stars Louis Jourdan and Claude Dauphin in stories of the Paris Surete. Shulton's sponsorship of the series, thru Wesley Associates(NY), will reach 30 markets by spring for the MPTV package.

PEOPLE GOING PLACES: Louis G. Bissell, Jr., appointed radio-TV director of Reach, Yates & Mattoon, Inc(NY).....John Kucera upped to v.p. and director of broadcast media at Biow-Beirn-Toigo, Inc(NY).....David Y. Bradshaw upped to manager of the radio-TV dept of Young & Rubicam, Inc(NY).....Mann Holiner named manager of the Hollywood office of Ted Bates & Co., succeeding H. Austin Peterson, who has resigned his partnership and position as head of the Hollywood office, effective March 31.....Guild Films moved to 460 Park Ave., New York (MU 8-5365).....David Savage has been appointed assistant to Reub Kaufman, president of Guild Films, in addition to his station relations duties, to coordinate the firm's departments.





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## WEEKLY REPORT

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### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None scheduled - all nets.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Space Patrol (Sat, 11-11:30am EST) Last show, Feb 26.

Creative Cookery (Mon thru Fri, 11-11:55am EST) Last network show, March 4. Reverted to local Chicago program over WBKB.

Disneyland (Wed, 7:30-8:30pm EST) Re-runs of previous shows for 15 weeks, starting March 16. The next new program will be presented June 29; from the "Fantasyland" realm.

CBS- Abbott & Costello (Sat, 11:30am-12noon EST) Last show, Feb 26. (Winky Dink And You and Captain Midnight each moved up one-half hour, to 11am and 11:30am respectively, effective March 5).

The Morning Show with Jack Paar (Mon thru Fri, 7-9am EST) Charlie Applewhite added to cast as regular vocalist, effective March 14. Vocalist Edith Adams replaced Betty Clooney as a regular, effective March 10.

The Inner Flame (Mon thru Fri, 1-1:15pm EST) New program title, effective March 14, changing from Portia Faces Life. Other program details remain unchanged.

### NEW NETWORK SPONSORSHIPS

GENERAL FOODS CORP (Products and agencies not set) will become alternate week sponsor of I Love Lucy (Mon, 9-9:30pm EST) over CBS-TV, effective July 11. Procter & Gamble Co continues as alternate week sponsor. Philip Morris & Co., Ltd., Inc., original sponsor of the series since its debut, Oct 15, 1951, drops its sponsorship effective June 27.

CBS-COLUMBIA, INC (TV sets, radios & phonographs) thru Ted Bates & Co(NY) will become a segment sponsor of Arthur Godfrey and his Friends (Wed, 8-9pm EST) over CBS-TV, effective March 30, for four or more weeks; assuming one-half of The Toni Co portion of the show, 8-8:30pm weekly.

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NET SPONSORSHIPS(More)

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## NEW NET SPONSORSHIPS(Cont'd)

CBS-COLUMBIA, INC thru Ted Bates & Co(NY) will also become co-sponsor of Talent Scouts (Mon, 8:30-9pm EST) over CBS-TV, beginning sometime during the early summer or early fall. Current sponsor, Thos. J. Lipton Co., continues as co-sponsor.

## LOCAL STATION ACTIVITY

WPIX(Ch 11) - National Invitation Tournament; RETURN March 12; Sat, 9:30pm-concl  
New York EST; also March 14, 15, 17 & 19; same times. Participations. Prod  
& Dir- Jack Murphy(WPIX). Coverage of the annual metropolitan col-  
leges' invitation basketball tournament at Madison Square Garden; with 12 ranking  
teams invited from all over the nation to compete against each other.

WATV(Ch 13) - Spotlight on Harlem; RETURN March 16; Wed, 9-10pm EST. Participations. Pkgr & Prod- Solow-Stark(NY); Dir & Casting- Ed O'Brian (at Solow-Stark); Music- Arthur Bowie (organist); Comm Annncr- John McKnight. Ralph Cooper is m.c. for this all-Negro variety program, featuring beginning and professional talent, including Negro guest stars occasionally. The program was last seen over WABC-TV(NY), going off the air during December, 1954.

WATV - Your Pet Show; RETURN March 15; Tue, 9-9:30pm EST. Participations. Pkgr & Prod & Dir- Murray Zaret. Murray Zaret presents his program of pet information and care, featuring various types of pets on the show.

WAAM(Ch 13) - The Oscar Frisbee Show ; DEBUT Feb 28; Mon thru Fri, 3-3:45pm EST, Baltimore except Wed, 3-3:30pm. Participations. Prods & Dirs- Harry Shoubin and Kennard Calfee; Sets- Barry Mansfield & Fred Schneeman. Daily variety show featuring country and dixieland music, with Mack Edwards as m.c.; featuring two bands, Tex Daniels and his Lazy H Ranch Boys and Gene Bonner and the Clock Watchers; comedian Luke Knucklehead, blues singer Marlene and vocalist Fran Daniels.

WAAM - Decorating Fazes; DEBUT March 16; Wed, 3:30-3:45pm EST. Sponsor-Alexander Smith, Inc (Carpets) thru J. Walter Thompson Co(NY). Harry Lyle MacDonald, Baltimore interior decorator and lecturer, former Broadway actor, demonstrates to viewers how to decorate an entire room, highlighting different rooms and home areas each week; covering all phases of interior decorating and color coordination.

WBBM-TV(Ch 2) - Mahalia Jackson Sings; DEBUT March 13; Sun, 10:15-10:45pm CST; also Chicago Thu, 11-11:30pm CST. Sunday program sponsored by M. J. Kelly(Chryster dealer); Thursday program sponsored by National Credit Clothing Co. Gospel singer Mahalia Jackson stars, with accompanists Mildred Falls, pianist, and Ralph Jones, organist. A vocal group is also featured on the Thursday program. On April 3 and thereafter, the Sunday program moves to 10:30-11pm.

KABC-TV(Ch 7) - Sidney Skolsky's Hollywood; DEBUT March 13; Sun, 9:15-9:30pm PST.  
Los Angeles Sponsor- Phil Hall Buick Co. Hollywood columnist Sidney Skolsky  
gives his views of Hollywood, interviews stars and reports the latest  
Hollywood news.

WPTZ(Ch 3) - The Grady and Hurst Showroom; DEBUT March 5; Sat, 6:30-7pm EST.  
Philadelphia Sponsor- Plymouth Dealers of Philadelphia thru N. W. Ayer & Son, Inc  
(Phila). Pkgr- Lohmeyer-Adleman & Montgomery, Inc(Phila); Prod &  
Dir- Dennis Kane(WPTZ). Joe Grady and Ed Hurst are hosts for the program which feat-  
ures top name guests, a talent search competition for young, semi-professionals in  
the Philadelphia area and a musical identification contest with prizes for home view-  
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TALENT SHOWSHEET MARCH 14-20, 1955  
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Most of the shows on March 11, 12 & 13 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday March 18. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 11  
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MAMA (Peggy Wood)	CBS 8pm	<u>Dagmar &amp; the Girl Scouts</u> - (O) by Gail Ingram; with regs & Roni Dengel, Pat Breslin, Nancy Pollack, Toni Halloran; (SD)
<u>Secret File USA</u> (Robert Alda)	WABD 8pm	<u>Mission Can-Can</u> - (O) by Sam Locke; with regs & Brenda Wayne, Hank Rigtters; (SD)
<u>The Life Of Riley</u> (William Bendix)	NBC 8:30	(O) by Dick Conway & Richard MacLane; with regs & Jimmy Gleason; (SD)
<u>The Vise</u>	ABC 9:30	<u>The Cruel Test</u> - with Mark Dignam, Joyce Heron, Ian Whittaker

SATURDAY MARCH 12  
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|                               |             |                                                                                |
|-------------------------------|-------------|--------------------------------------------------------------------------------|
| TOM CORBETT<br>(Frank Thomas) | NBC 11:30am | (O) by Albert Aley; with regs & Eddie Bryce, Carter Blake, Ralph Camargo; (SD) |
|-------------------------------|-------------|--------------------------------------------------------------------------------|

SUNDAY MARCH 13  
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LAMP UNTO MY FEET	CBS 10am	<u>Ludie Brooks</u> - (O) by Horton Foote; with George Mitchell, Katherine Squire, Georgia Simmons, Clarice Blackburn, Virginia Gerry; (SD)
CAMERA THREE	CBS 11:30am	Ruth Daigon (S), Ed McCurdy(S,M), Michael Kane
AMERICAN INVENTORY	NBC 2pm	<u>Everybody's Business</u> - (O) by James Hart; with Dean Harens, Ellen Deming, John Larkin, John Seymour, Karl Swenson; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>A Different Drummer</u> - (O) by Gene McKinney of Baylor Univ.; with Clu & Miriam Gulager of Baylor, Martha Scott, Jack Dempsey; Dir by Paul Baker of Baylor. Feature - <u>American Boyhoods: Joseph N. Welch</u>
HALLMARK HALL	NBC 5pm	<u>The Pirate and the Lawyer</u> - (O) by Helene Hanff; with Ray Danton, Herbert Rudley, Tom Duggan, Loretta King; (SD)
<u>Captain Gallant</u> (Buster Crabbe)	NBC 5:30	John Nash, Fuzzy Knight, Gilles Queant
<u>Roy Rogers</u>	NBC 6:30	<u>Highgraders of Paradise Valley</u> - (O) by M.M. Raison; with regs & Myron Healy, Harry Strong, Ruth Lee, Russ Scott, Harry Harvey, Jack O'Seah; (SD)
GEN'L ELECTRIC THEATRE	CBS 9pm	Add: Hildy Parks
STORK CLUB	ABC 9:15	Les Paul & Mary Ford, Robert Clary, Edith Adams

MONDAY MARCH 14  
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|                                            |             |                                                                                                                                                                                                                     |
|--------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sherlock Holmes</u><br>(Ronald Howard)  | WRCA-TV 7pm | <u>The Case of the Deadly Prophecy</u> - (O) by George & Gertrude Fass; with Nicole Courcel, Maurice Teynac, Yves Brainville, Jacques Francois, Nicholas Swarbrick, Jelena Manson; (SD)                             |
| <u>TV Reader's Digest</u><br>(Hugh Reilly) | ABC 8pm     | <u>The American Master Counterfeiters</u> - (O) Stewart Robertson, (A) by Frank Gruber; with Roy Roberts, George O'Hanlon, Harlan Warde, Jim Nusser, Ralph Dumke, Ian Wolfe, Archer MacDonald; Dir by Peter Godfrey |
| <u>Burns &amp; Allen</u>                   | CBS 8pm     | Regulars & Anna Lee                                                                                                                                                                                                 |
| VOICE OF FIRESTONE                         | ABC 8:30    | Jerome Hines                                                                                                                                                                                                        |
| GODFREY TALENT SCOUTS                      | CBS 8:30    | Shepherd Sisters(S), Rosina Spivak(M), Peggy Coburn(S)                                                                                                                                                              |





MONDAY MARCH 14 (Cont'd)  
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Medic NBC 9pm

I Love Lucy CBS 9pm  
 (Lucille Ball, Desi Arnaz)

December Bride CBS 9:30  
 (Spring Byington)

ROBERT MONTGOMERY NBC 9:30  
 PRESENTS

STUDIO ONE CBS 10pm

Big Town WRCA-TV 10:30  
 (Mark Stevens)

Break Through the Bars - with Lee J. Cobb

Hedda Hopper

Mexico - (O) Parke Levy, with Lou Derman & Joel Kane; with  
 regs & Nestor Paiva, Julian Rivero, Victor Millan, Jose  
 Gonzales Gonzales, Florita Romerol; (SD)

A Stone For His Son - (O) by Gibson White; with Walter  
 Mathau, Lin McCarthy, Joe Rabb, Bill Mason, Ed Latimer,  
 Mary Carroll, Polly Cole; Dir by John Newland

The Conviction of Peter Shea - (O) by Harry W. Junkin; with  
 Skip Homeler, George Macready, Inger Stevens, Burt Freed,  
 Pat Henning, Jerome Kilty, Edgar Stehli, Caroline King,  
 Raymond Bramley, Billy M. Greene, John Shellie, Ben Hammer,  
 Frank Campanella; Dir: William H. Brown Jr.

Regulars & Olive Carey, Billy Halop, Harry Carey Jr., Morris  
 Ankrum, Dabbs Greer, Betty Caulfield, John Larch; (SD)

TUESDAY MARCH 15  
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Cavalacde of America ABC 7:30

Life With Father CBS 8pm  
 (Leon Ames)

MARTHA RAYE NBC 8pm

TWENTY QUESTIONS ABC 8:30

Halls of Ivy CBS 8:30  
 (Ronald Colman)

Studio 57 DuM 8:30

Danny Thomas ABC 9pm

Fireside Theatre NBC 9pm  
 (Gene Raymond)

U.S. STEEL HOUR ABC 9:30

NEW RED SKLETON SHOW CBS 9:30

ARMSTRONG'S CIRCLE NBC 9:30  
 THEATRE

DANGER CBS 10pm

It's A Great Life NBC 10:30  
 (O'Shea, Bishop, Dunn)

Man on the Beat - (O) by Charles Larson; with William  
 Campbell, Constance Ford, Sara Harte, Len Lesser, Hal Baylor,  
 Paul Bryar, Harry Lauter, Richard Crane, Vincent Padula,  
 Stacey Keach, Joe McTurk, Jerome Sheldon, Grace Hayle,  
 Dorothea Wolbert; (SD)

Father and the Burglar - (O) by William Roberts; with regs &  
 Eilene Janssen, Hank Mann, Snub Pollard, Herb Risman; (SD)

Richardo Montalban, Maria Riva

Denise Darcel

Regulars & John Bryant

Take My Hand - (O) by Paul Rogett; with Jay Novello, Olive  
 Sturgess, Sarah Selby, Don Shelton; Dir by Herschel Daugherty

Rusty Runs Away - repeat of show first seen 1/26/54; with  
 regs & Ernest Borgnine, Ray Kellogg, Doris Singleton; (SD)

No Time For Susan - (O) by Hagar Wilde; with Melinda Markey,  
 Virginia Field, Jacqueline de Wit, Willard Parker, Edna  
 Holland, Frank Ferguson, Grant Scott; (SD)

No Time For Sergeants - (A) by Ira Levin from Mac Hyman's  
 best selling novel; with Andy Griffith, Harry Clark, Eddie  
 LeRoy, Arthur Storch, Bob Hastings, Alexander Clark,  
 G. Albert Smith; (SD)

Helen Grayco (S)

Trapped - (O) by Edgar Marvin; with Judith Evelyn, Philip  
 Abbott, Jo Van Fleet, Joanna Roos, Philippa Bevans, Katherine  
 Raht; (SD)

Wire-Tap - (O) by Eileen & Robert Mason Pollack; with Neva  
 Patterson, Grant Richards, John Cassavetes, David Lewis; (SD)

Tijuana - with Jose Gonzales Gonzales, Nacho Galindo, James  
 Flavin, Douglas Fowley, Gloria Rhoads; (SD)

WEDNESDAY MARCH 16  
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Norby NBC 7pm  
 (David Wayne)

Disneyland ABC 7:30pm

Ballerina - with Susan Hallaran

Adventureland - behind-the-scenes with Disney crew during  
 filming of Vanishing Prairie; Seal Island in its entirety





WEDNESDAY MARCH 16 (Cont'd)

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EDDIE FISHER NBC 7:30

Morton Downey

I Married Joan NBC 8pm  
(Joan Davis)

Regulars & Hoot Gibson

New Stu Erwin Show ABC 8:30

A Job For Jimmy - with regulars; Charles Barton is new director

My Little Margie NBC 8:30  
(Gale Storm, Charles Farrell)

Margie's New Boy Friend - with regs & Dorothy Ford, Don Megowan; (SD)

The Millionaire CBS 9pm

The Story of Betty Jane Ryan - with John Howard, Richard Garland, Jean Byron, Donald Keith; (SD)

CHICAGO SYMPHONY DuM 9pm

George Schick conducts

KRAFT TELEVISION NBC 9pm  
THEATRE

Jeannie - (O) by Aimee Stuart, (A) staff; with Elizabeth Ross, James Daly, Judson Laire, Dan Morgan, Stewart MacIntosh, Cavada Humphrey, Zena Proverdie, Francis Bethancourt; Prod & Dir by Fielder Cooke

WHO SAID THAT ABC 9:30

Kitty Carlisle, Horace McMahon, Bill Henry

Eddie Cantor WABC-TV 10:30

Cathy Downs, Charles Coburn

THURSDAY MARCH 17

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Guy Lombardo WRCA-TV 7pm

Eugenie Baird

Conrad Nagel Theatre WAED 8pm

The House in the Sea - (O) by Franco Lalli, (A) by Trueman Clay; with Madelaine Chambers, Lenore Shanewise, Alan Fourlan, Stella Vitelleschi; Dir: John Mantley

Treasury Men In Action ABC 8:30  
(Walter Greaza)

The Case of the Tight Squeeze - (O) by Robert Sloane; with Paul Duvos, Dani Nolan, Hugh Sanders, Russ Conway; (SD)

SHOW OF STARS CBS 8:30  
(COLOR)

Burlesque - (O) by George Manker Watters & Arthur Hopkins, (A) by Morton Fine & David Freidkin; with Dan Dailey, Marilyn Maxwell, Joan Blondell, Jack Oakie, James Gleason, Dick Foran, Helene Stanley (D); Prod: Nat Perrin, Dir: Seymour Berns, Music Dir: David Rose

JUSTICE NBC 8:30  
(Gary Merrill)

Guilty Secret - (O) by Eugene Francis; with Mark Richmord, Pat Breslin, Joey Walsh, Donald Buka, Henry Beckman, William Harrigan, Victor Thorley, Ivan Curry; (SD)

STAR TONIGHT ABC 9pm

The Murderer - (O) by Joel Townsley Rogers, (A) staff; with Buster Crabbe, Charles Aidman; (SD)

Dragnet NBC 9pm  
(Jack Webb)

Regulars & Nesdon Booth, Louise Lorimer, Georgia Ellis, Henry Corden, Howard Culver, Roy Darmour; (SD)

POND'S THEATRE NBC 9:30

The Silver Box - (O) by John Galsworthy, (A) staff; with Tom Helmore, Roddy McDowall, Pat O'Malley, Pamela Simpson, Renee Gadd, Anthony Kemble-Cooper, Sybil Baker; Prod & Dir: William A. Graham

Four Star Playhouse CBS 9:30

Henry and the Psychopathic Horse - with David Niven, Barton MacLane, Barbara Lawrence; balance of info unavailable at press time

Ford Theatre NBC 9:30

Celebrity - (O) by Richard Flournoy, (A) by Marianne Mosner; with Joanne Dru, Dennis Morgan, Richard Eyer, Eve McVeagh, George Eldredge, Harlan Warde; Dir: Arnold Laven

Public Defender CBS 10pm  
(Reed Hadley)

Brutality - (O) by Lee Loeb; with Christian Drake, Robert Brubaker, James Seay, Pat McMahon, Antony Merrill, Don Harvey, Paul E. Burns; (SD)

LUX VIDEO THEATRE NBC 10pm  
(James Mason)

It Grows On Trees - (O) unknown, (A) by John Wheedon; with Ruth Hussey, Robert Preston, Leigh Snowden, David Janssen; Dir: Earl Ebi

NAME THAT TUNE CBS 10:30

Joe Louis, Sugar Ray Robinson





FRIDAY MARCH 18

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<u>Adv. of Rin Tin Tin</u>	ABC 7:30	<u>R.T.T. and the Magic Box</u> - (O) by Samuel Neuman & Louis B. Appleton Jr., (A) by Douglas Heyes & Roy Erwin; with regs & Rand Brooks, Robert Bice, John Close, William Forrest, Norm Fredric, Chester Hayes; (SD)
RED BUTTONS	NBC 8pm	Regulars & Edith King
<u>Ray Bolger</u>	ABC 8:30	<u>Wonder Dog</u> - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with Sig Ruman, Margaret Brewster, Sylvia Lewis & Maurice Murphy (D), Jack Gargan, "Trump" the dog; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Ride to the West</u> - (O) by N. B. Stone Jr; with John Ireland James Millican, Richard Hale, Jean Howell, Lee Van Cleef
THE BIG STORY (Norman Rose)	NBC 9pm	<u>The Twilight World - Valerie Nicholson, Southern Pines (N.C.)</u> <u>Pilot</u> - (O) by Alvin Boretz; with Peg Hillias, Vaughn Taylor, Paul Huber, Natalie Priest, Ed Shelton; (SD)
<u>The Vise</u> (Ron Randell)	ABC 9:30	<u>The Deception</u> - with Marjory Stewart, Ann Stephens, Mary Parker, Roman O'Casey; (SD)
<u>Inner Sanctum</u>	WOR-TV 9:30	<u>Sound of the Birds</u> - (O) by Louis Vittes; with E. G. Marshall, Louisa Horton, Rusty Lane, Joe Maross; (SD)
<u>The Line-Up</u> (Warner Anderson)	CBS 10pm	<u>Callow Car Stealing</u> - with Tommy Cook, Tyler MacDuff, Christian Drake, Ann Doran, Lester Dorr; (SD)
PERSON TO PERSON (Edward R. Murrow)	CBS 10:30	Conrad N. Hilton, Red Buttons

MULTIPLE AND ACROSS-THE-BOARD SHOWS MONDAY MARCH 14 THRU FRIDAY MARCH 18

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THE MORNING SHOW WITH JACK PAAR	CBS 7am	From Mar 14 singers Charlie Applewhite & Edith Adams and pianist Teddy Wilson become regulars; M - Jonathan Winters(C); W - Matt Mathews(M); Thur - Ethel Smith (M); F - Johnny Maddox (M)
GARRY MOORE	CBS 10am	Tu - Ivan Sanderson; Thu - Cliff Norton; F - Dylan Todd (S), Charles Manna (C)
THE WAY OF THE WORLD (Gloria Louis)	NBC 10:30am	Mar 17 thru Mar 25 - (O) by Lewis Graham; with Dorothy Sands, Joan Hotchkiss, others to be announced; (SD)
SHEILAH GRAHAM	NBC 10:45am	M thru F - Dan Dailey
STRIKE IT RICH	CBS 11:30am	M - Liam Redmond, W - Dick Jergens, F - Betty Clooney
PORTIA FACES LIFE	CBS 1pm	Effective Mar 14 title changes to THE INNER FLAME
WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 4:30	M - Reynolds Evans, Fairfax Burgher; Tu - Jimmy Little; W - Charles Mendick, Ruth Hammond; Thu - Walter Burke, Beulah Garrick; Fri - to be announced
MODERN ROMANCES (Martha Scott)	NBC 4:45	<u>Out Of The Past</u> - (O) by Harry W. Junkin; with Gloria Stroock, Frank Overton, Melville Ruick, Robert Weber, Lilya Skala; (SD)
MAGIC COTTAGE	WABD 6pm	Curtis Wheeler, Skedge Miller
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	Mar 14 thru Apr 1 - <u>The Swordsman Of Lyra</u> - (O) by Sam Joe Fuller; Ed Holmes, Tom McDermott, John Connell, Bernard Kates, Rod Colbin, John Shay; (SD)

SATURDAY MARCH 19

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<u>Captain Midnight</u>	CBS 11:30am	<u>The Lost Moon</u> - (O) by Dane Slade; with Robert Anderson, Victor Sen Yung, John Phillips, Eddie Lee, Brian O'Hara; (SD)
TOM CORBETT (Frank Thomas)	NBC 11:30am	<u>The Monster of Space</u> - (O) by Palmer Thompson; with Eddie Bryce, Jay Fred Muggs; (SD)
<u>Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30pm	<u>Western Fugitive</u> - (O) by Oliver Drake; with Margaret Field, Harry Mackin, Dick Curtis, Denver Pyle, Kenne Duncan, Bob Wilkie; (SD)

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1. The first part of the document is a list of names and their corresponding dates. The names are: (1) John Doe, (2) Jane Smith, (3) Bob Johnson, (4) Alice Brown, (5) Charlie White, (6) David Green, (7) Emily Black, (8) Frank Gray, (9) George Blue, (10) Helen Red, (11) Isaac Yellow, (12) Julia Purple, (13) Keith Pink, (14) Linda Orange, (15) Mark Silver, (16) Nancy Gold, (17) Paul Bronze, (18) Rachel Copper, (19) Scott Iron, (20) Tina Steel, (21) Victor Tin, (22) Wendy Lead, (23) Xavier Zinc, (24) Yvonne Nickel, (25) Zachary Platinum, (26) Adam Silver, (27) Eve Gold, (28) Hank Copper, (29) Ivy Bronze, (30) Jack Iron, (31) Karen Steel, (32) Leo Tin, (33) Mia Lead, (34) Noah Zinc, (35) Olivia Nickel, (36) Peter Platinum, (37) Quinn Silver, (38) Ryan Gold, (39) Sophia Copper, (40) Thomas Bronze, (41) Victoria Iron, (42) William Steel, (43) Xena Tin, (44) Yara Lead, (45) Zane Zinc, (46) Abby Nickel, (47) Benji Platinum, (48) Chloe Silver, (49) Daniel Gold, (50) Ella Copper, (51) Felix Bronze, (52) Greta Iron, (53) Harry Steel, (54) Irena Tin, (55) Jack Lead, (56) Karen Zinc, (57) Leo Nickel, (58) Mia Platinum, (59) Noah Silver, (60) Olivia Gold, (61) Peter Copper, (62) Quinn Bronze, (63) Ryan Iron, (64) Sophia Steel, (65) Thomas Tin, (66) Victoria Lead, (67) William Zinc, (68) Xena Nickel, (69) Yara Platinum, (70) Zane Silver, (71) Abby Gold, (72) Benji Copper, (73) Chloe Bronze, (74) Daniel Iron, (75) Ella Steel, (76) Felix Tin, (77) Greta Lead, (78) Harry Zinc, (79) Irena Nickel, (80) Jack Platinum, (81) Karen Silver, (82) Leo Gold, (83) Mia Copper, (84) Noah Bronze, (85) Olivia Iron, (86) Peter Steel, (87) Quinn Tin, (88) Ryan Lead, (89) Sophia Zinc, (90) Thomas Nickel, (91) Victoria Platinum, (92) William Silver, (93) Xena Gold, (94) Yara Copper, (95) Zane Bronze, (96) Abby Iron, (97) Benji Steel, (98) Chloe Tin, (99) Daniel Lead, (100) Ella Zinc, (101) Felix Nickel, (102) Greta Platinum, (103) Harry Silver, (104) Irena Gold, (105) Jack Copper, (106) Karen Bronze, (107) Leo Iron, (108) Mia Steel, (109) Noah Tin, (110) Olivia Lead, (111) Peter 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Small amounts of the above are sufficient to produce a good effect. The above is a general formula for the preparation of the above. The above is a general formula for the preparation of the above.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED  
DATE 08-09-2007 BY 60322 UCBAW

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains. The number of transformed cells was determined by the number of colonies obtained on the selective medium. The results are the mean of three independent experiments. Error bars represent the standard deviation.

(1997) *Journal of International Money and Finance* 16: 1-15.

*Journal of Management Studies*, 19(1), 67-80.

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1. THE STATE OF TEXAS, County of EL PASO, do hereby certify that JOSEPH A. GARCIA is the duly qualified and acting Sheriff of said County, and that he is the holder of the commission for said office for the term of four years, commencing on the 1st day of January, 1991, and expiring on the 1st day of January, 1995.

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1. 1941-1942 - 1943-1944 - 1945-1946



SATURDAY MARCH 19

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Rheingold Theatre WRCA-TV 7pm  
Presents Henry Fonda

Round Dozen - (O) W. Somerset Maugham, (A) not known; with Brian Aherne, Kristine Miller, Hayden Rorke, Cheerio Meredith, Florenz Ames; Dir by Roy Kellino

IMOGENE COCA NBC 9pm

Regulars & Jack Norton, David Burns, Bibi Osterwald

DURANTE-TEXACO SHOW NBC 9:30pm

Pat Carroll (FROM HOLLYWOOD)

GEORGE GOBEL NBC 10pm

Bob Feller (FROM HOLLYWOOD)

Willy CBS 10:30pm  
(June Havoc)

Willy & the Kate Fleming Case - (O) by Alan Lipscomb & Bob Fisher; with Scott McKay, Hal Peary, Honny Burns, Willie Siechert, Mabel Butterworth; (SD)

SUNDAY MARCH 20

mmmmmmmmmmmmmmmmmmmm

HALLMARK HALL OF FAME NBC 5pm

Soldier's Bride - (O) by Rosemary Foster, (A) by Helene Hanff; with Sarah Churchill; others to be announced

You Are There CBS 6:30

The Hatfield-McCoy Feud - (O) by Jeremy Daniel; with John Craven, Murray Hamilton, Frank Overton, Russell Collins, Andrew Duggan, Henry Hull, George Mitchell, Madeleine Sherwood, Frieda Altman, John Marley, Gene Peterson, Robert Kamlot, Peggy Maurer, Alice Winston, Sammy Stewart, Steve Armstrong, Fred Herrick; Dir by Jack Gage

Pepsi Cola Playhouse ABC 7:30  
(Polly Bergen)

A Husband Appears - (O) by Joseph Ruscoll; with Sallie Brophy, Herbert Rudley, Dorothy Adams, Phil Tead, Alan Dexter; (SD)

JACK BENNY CBS 7:30

Gary Crosby, Bob Crosby (FROM HOLLYWOOD)

OPERA CAMEOS DuM 7:30  
(Ruby Mercer)

Aida - opera by Giuseppe Verdi; excerpts with Lucine Amara, Eddy Ruhl(tenor), Ettore Bastianini(bass)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Sarah Vaughan, Sam Levenson, Xavier Cugat, Abbe Lane, Tony & Sally DeMarco, Dartmouth Glee Club, Wlades Bird Act

COLGATE COMEDY HOUR NBC 8pm  
(Gordon MacRae)

Cornel Wilde, Jean Wallace, Kay Ballard, Caterina Valente(S) (FROM HOLLYWOOD)

GENERAL ELECTRIC CBS 9pm  
THEATRE

\* The Bitter Choice - (O) by Arthur Gordon, (A) by Halsey M Malone; with Madeleine Carroll, others to be announced; (LIVE, FROM NEW YORK CITY)

PHILCO TELEVISION NBC 9pm  
PLAYHOUSE

Shadow of a Chance - (O) by Robert Alan Aurthur; with Eli Wallach, Lee Grant, Jack Warden, Robert Middleton, Tony Canzoneri, Val Avery, Herbert Ratner; Dir by Robert Mulligan

Stage 7 CBS 9:30

Press Conference - (O) by Carol Warner Gluck, (A) by Frederic Brady & Gluck; with Dennis Morgan

Father Knows Best CBS 10pm  
(Robert Young)

No Partiality - with Norman Olmstad, Bobby Diamond; (SD)

Loretta Young Show NBC 10pm

Inga - (O) by William Bruckner, based on character created by Cameron Blake; with Dennis Hopper, Donald Murphy, Stanley Clements, Paul Brinegar, Carleton G. Young, Robert Foulk, Syl Lamont, Bing Russell; Dir by Harry Keller

Bob Cummings Show NBC 10:30

The Bachelor Apartment - with Paula Winslow, Dave O'Brien, Joan Vohs

\*Add to General Electric Theatre listing above: George Macready, Jamie Smith, Don Hamner, Perry Fiske.





# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MARCH 16, 1955

RECEIVED

VOLUME 7

NUMBER 11 A

MAR 16 1955

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Although no sponsor is yet committed and contracts haven't been signed, NBC has penciled Sunday Matinee into its once-a-month schedule for late Sunday afternoon, starting Oct 23. This is the Maurice Evans series of eight one and one-half hour dramas, to run thru May, 1956, with Mr. Evans producing all and starring in several of the productions, all in color. Jack Rayel would be producer for NBC on the series, with Mildred Freed Alberg as associate producer and George Schaefer as director. Among the eight dramas would be at least one from Shakespeare and one from Shaw, according to some past hints dropped by Evans.

ABC's Monday Night Fights from Eastern Parkway bow off the net after May 16, with Pabst Brewing's Blue Ribbon Bouts opening on ABC on June 1, from an unannounced origination.....ABC's Disneyland series starts its re-runs tonight (16) until June 22. A new episode from the "Fantasyland" realm will be shown June 29 and the following week will see the start of the third run of this season's programs, until Sept 7. The new Disneyland films will be shown starting September 14; 26 in all, to be repeated in this year's pattern to fill the 52 week schedule. Disney is reported to have said on the coast that he is scheduling 100 one-hour shows immediately for his afternoon Mickey Mouse Club, starting Oct 3, 5-6pm in all time zones, over ABC. One of the highlights of the series, according to Disney, will be a "Mickey Mouse Club Newsreel," highlighting children's news and activities from all over the world. A camera crew has just been sent to England, the first of several to be assigned to other global beats, to begin shooting backgrounds for the newsreel films.

Mr. Citizen, the new live series replacing The Stu Erwin Show on ABC for Liggett & Myers' L & M Cigarettes, will debut on April 20 at 8:30pm. Ed Byron is producing the C & W package, which will be in the form of weekly dramatizations of heroic, kind or unusual deeds performed by private citizens. At the program's end, the person whose deed has been dramatized will be interviewed by the program's host (not named as yet) and then will be presented with a plaque by a guest of honor, who would be a person prominent in public life. Charles Tate will direct the series, from scripts by free lance writers. The first script in the series has been written by Robert J. Shaw. Production staff, besides Ed Byron as producer and Tate as director, includes Peter McGovern as story editor, Mary Lee Fletcher as head researcher, Leonard Safir as reporter, Marc Loeb as unit manager, John Gart as music composer-conductor. Gwen Campbell will handle casting at Byron's office (8 East 52nd St., New York. PL 3-6930). The original pilot for the show was produced by Lee Cooley and directed by Matt Harlib.

- Page 1 -

(MORE)

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1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840.



While future plans for the Norby series are being consummated this week, it will go live April 6 or 13, with Delbert Mann as producer; and still tentative, Jeffrey Hayden as director, and Everett Chambers handling casting, working out of his Producer's Showcase office at NBC.....Despite talk of cancellation by Reynolds Metals and a possible shift in time spot, the Mr. Peepers show is scheduled to continue in the fall, with the same production line-up.....Ted Mack's Matinee, new NBC cross-the-boarder debuting April 4, 3-3:30pm, which will provide a showcase for "undiscovered" professional talent, has its roster set for the first six weeks. Another audition for future programs has been set for next week. Call for an appointment: Robert Oakley at Reemack, 1270 Sixth Ave., New York. CI 6-7300. Regulars set for the series are vocalists Dick Lee and Elise Rhodes, with the Honeydreamers set for the first four weeks and possibly remaining with the show as regulars.

Father Knows Best bowing off CBS after March 27, will be sponsored over NBC, Wednesdays, 8:30-9pm, starting August 31, by Scott Paper Co thru J. Walter Thompson Co. Scott's current series in that time spot, My Little Margie, will be seen thru the summer via re-runs, until the Robert Young-Screen Gems series starts.....The Quaker Oats Co thru Wherry, Baker & Tilden, Inc(Chi) will sponsor a new weekly film series, Sergeant Preston of the Yukon, patterned after the current radio series, both packaged by Trendle-Campbell-Meurer, Inc. Charles E. Skinner Productions, Inc(NY) will produce the film series, based on adventures during the gold-rush days in the Yukon. Skinner is currently setting up a locale-scouting schedule for backgrounds. Casting is being handled by Joe Holton at the Skinner office, 1600 Broadway, New York. CI 6-6915. Production is scheduled to begin in June.....Among the very warm series in the group of pilots prepared by NBC for possible fall showing, are two James Saphier packages, The Soldiers, starring Hal March and Tom D'Andrea, which will be a live series when and if it goes on the air, and The Inside Dope, a film series with Bill Goodwin and Cliff Arquette in the top roles. Meanwhile, producer Matthew Rapf wound up production last night on the coast on the Worthington Miner-Ashley-Steiner package pilot for Frontier, directed by Sidney Lumet. Lumet will also direct the pilot film for Challenge, a dramatic anthology series to be produced by Miner. This one may be shot in New York, although the decision is still in the air.

Max Liebman's special for April 9 will be "The Desert Song," with Gordon MacRae starring, if he's available.....Producer's Showcase April 4 production of "Reunion in Vienna" will be directed by Vincent J. Donehue from a TV adaptation by David Shaw of the Robert Sherwood original. In addition to Greer Garson, previously announced, the cast will include Brian Aherne, Peter Lorre, Robert Flemmyng, Cathleen Nesbitt, George Voskovec, Herbert Berghof, Lili Darvas, Gene Sachs, Frederick Worlock, Nehemiah Persoff, Tamara Daykarhanova, Edith Meiser, Horace Cooper and Donald Marye.....Upcoming scripts on CBS' Studio One include: March 28, "Dominique," by Ernest Kinoy, starring Marisa Pavan; April 4, "Cross My Heart," by Harry W. Junkin; April 11, "Passage at Arms," an original by Irving Elman, based on the files of Radio Free Europe; April 18, "Affairs of State," an Everard Meade adaptation of Louis Verneuil's Broadway play, to star Betty Furness; April 25, "Mr. Brimmer Did it," by Robert Howard and Kathleen Lindsay.....The future schedule for Robert Montgomery Presents over NBC includes an April production of "The Great Gatsby," which will star Mr. Montgomery. ....Elgin Hour futures over ABC include: March 22, "\$1,000 Window," starring Sir Cedric Hardwicke and Mary Astor in an adaptation by Alvin Sapinsley of a Mark Hellinger screenplay which never reached production as a movie; April 5, "Black Eagle Pass," an original Western family drama by Halsted Welles, with Paul Douglas, Valerie Bettis, Phillip Abbott and Charles Dingle; April 19, "Kennedy's Quest," an original musical by Joseph Schull; composer and cast not set. Don Richardson will direct the Western and Dan Petrie will direct the other two plays.

Starting in September, CBS' Toast of the Town will be called The Ed Sullivan Show, the first change in the show title since it debuted in September, 1948.





It's Fun to Reduce, Guild Films series starring Margaret Firth, returned to its Pittsburgh origination March 7, when it made its nationwide air debut over KDKA-TV as an across-the-board film series. When the original live show went off the air to permit Margaret Firth to go to Hollywood for the filming, enough protests boiled up from Pittsburghers to spur the station to get the show back on as soon as possible. ....Guild Films' The Goldbergs series went into production last Friday at Biltmore Studios in New York, with Gertrude Berg again playing Molly, with Robert H. Harris as "Jake," Arlene McQuade as "Rosely," Tom Taylor as "Sammy," and Eli Mintz as "Uncle David." William Berke is producing, with Cherney Berg as associate producer. Marc Daniels is director, with Bergi Contner on the camera. Current plans call for 39 half-hour episodes.

Ralph Serpe of I.F.E. (Italian Films Export) is setting production plans in Rome for a new series to be done by Thetis Films, now winding up the last 13 of Three Musketeers for distribution by Official Films. The new group, Coat of Arms, will be based on the adventures of some of history's most exciting men and women..... Hollywood stars who will appear in future episodes of I Love Lucy include Cornel Wilde, for an episode to be aired April 18; Harpo Marx for a future time not set, and Ray Bolger, still tentative.....Biggest explosion to come out of Hollywood in a conflict over TV film series plans may come if Ziv Television proceeds with its new production of stories based on Anna Sewell's book, "Black Beauty," and uses that title. Edward L. Alperson has also announced a TV series under the same name, and he claims ownership of the title by virtue of his having produced a movie feature under that title in 1946. He also claims permanent registration of the title with the Title Registration Bureau of the MPAA and had previously purchased other properties under the same title from Monogram Pictures before he produced his own feature. Since titles are not protected by copyright (the reason for the MPAA bureau), the question is whether the previous motion picture productions give Alperson an interest in the property that would bar Ziv from using the title.

PEOPLE GOING PLACES: Robert Lewis Shayon named producer of Bernard J. Procter's Big Story, succeeding Everett Rosenthal.....Max Liebman has signed a new five-year contract with NBC, calling for his services on both the spectaculars and other related functions.....Hugh Cherry has been named m.c. of Crosley's Midwestern Hayride, replacing Willie Thall, who has been ordered by his doctor to cut back in some of his television activities.....New York agent Henry Brown is expanding his staff, with the addition of Hilly Elkins for overall supervision of summer stock, packages, industrial, TV and concert work; and as of April 1, Alixe Gordon, to handle actors for television and some stage work. Elkins was with William Morris before recently ended military service, while Miss Gordon was formerly casting director for Studio One and Norby.....Earl Booth is now script editor for Justice at Talent Associates, New York, replacing Roger Hirson.....Charles Andrews has joined the writing staff of Caesar's Hour.....Charles Conaway, artists representative, has moved to 130 West 57th St., New York 19. CI 7-1986.....Mimi Roman has joined WLW-T(Cinn) as a country and Western vocalist, replacing Mary Jane Johnson, who has left for radio and TV work on the coast.....Thomas Van Arden (Tommy) Dukehart has been named director of sports and public relations for WAAM(Balt). Jim Kilian has been named director of public service for the station. Both take over duties formerly held by Joel Chaseman who has returned to Baltimore radio activity.....Writer-director Curt Roberts has joined the staff of Polaris Pictures, Inc., Hollywood industrial film producers.

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# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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ASSOC ED: Alvin Sullum  
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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday(26)

ABC- 7-7:30pm EST; DEBUT; Tomorrow; from WAAM(Balt), to the net. Sustaining, public service. Pkgr- Johns Hopkins University with ABC; Prod- Lynn Poole (Johns Hopkins); Assoc Prods- Robert Fenwick & John Lockwood; Dirs- Kenneth Calfee & Herbert B. Cahan; Art Dir- Barry Mansfield; Films- Gordon Petty. Lynn Poole is moderator for the program, presenting the most important and unusual professions open to career-minded people; with distinguished guests from each field discussing the future. The series will cover science, economics, political science, manufacturing and all important professions that offer an opportunity for the future. Johns Hopkins University and the production staff for the program had previously produced Johns Hopkins Science Review, which had been seen over the Du Mont network for four and one-half years; last show March 6.

ABC- 9:30pm-12midnight EST; SPECIAL; Chicago Daily News Relays; from WBKB(Chi), 13 stations live (regional). Sponsor- Kitchens of Sara Lee, Inc (Bakery Products) thru Cunningham & Walsh, Inc(Chi). Pkgr- Chicago Daily News Veterans Fund with ABC Central Div; Prod- Herbert S. Laufman Productions(Chi). Telecast of the 19th annual track and field meet sponsored by the Chicago Daily News welfare fund, with Jack Drees announcing the events in Chicago Stadium. The program pre-empts the second half-hour of Ozark Jubilee, 9:30-10pm, one time. The program will not be seen over WABC-TV(NY).

CBS- 4:30-5pm EST; SPECIAL; The Florida Derby; from WTVJ(Miami), to the net. Sustaining. Pkgr- CBS Sports Dept; Prod- John Derr; Dir- WTVJ staff. Bryan Field will describe the running of the Florida Derby, mile-and-an-eighth race for three-year-olds, at Gulf Stream Park, Hallandale, Fla. John Derr will describe the pre-race "color." The race guarantees \$100,000 for the winner.

#### Sunday(27)

NBC- 7:30-9pm EST; HIGHLIGHT; Entertainment 1955 (Color); from KRCA-TV(LA) with cut-ins from WRCA-TV(NY), 95 stations live. Sponsor- Sunbeam Corp (Appliances) thru Perrin-Paus Co(Chi). Pkgr- NBC; Prod- Jack Rayel; Dir- Dick McDonough; Music Dir- Gordon Jenkins. Segment directors: for Dinah Shore; dir- Bob Banner; stager- Nick Castle; from Hollywood. For Leontyne Price and Josh Wheeler; Dir- Kirk Browning; from New York. (Continued on next page)

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THIS WEEK(More)

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the 1990s, the number of people in the world who are illiterate has increased from 400 million to 600 million. The number of illiterate people in the world is expected to reach 700 million by the year 2015. The number of illiterate people in the world is expected to reach 800 million by the year 2020. The number of illiterate people in the world is expected to reach 900 million by the year 2025. The number of illiterate people in the world is expected to reach 1 billion by the year 2030. The number of illiterate people in the world is expected to reach 1.1 billion by the year 2035. The number of illiterate people in the world is expected to reach 1.2 billion by the year 2040. The number of illiterate people in the world is expected to reach 1.3 billion by the year 2045. The number of illiterate people in the world is expected to reach 1.4 billion by the year 2050. The number of illiterate people in the world is expected to reach 1.5 billion by the year 2055. The number of illiterate people in the world is expected to reach 1.6 billion by the year 2060. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2065. The number of illiterate people in the world is expected to reach 1.8 billion by the year 2070. The number of illiterate people in the world is expected to reach 1.9 billion by the year 2075. The number of illiterate people in the world is expected to reach 2 billion by the year 2080. The number of illiterate people in the world is expected to reach 2.1 billion by the year 2085. The number of illiterate people in the world is expected to reach 2.2 billion by the year 2090. The number of illiterate people in the world is expected to reach 2.3 billion by the year 2095. The number of illiterate people in the world is expected to reach 2.4 billion by the year 2100.

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THIS WEEK(Cont'd)

Sunday(27)

NBC- Entertainment 1955 (Continued from previous page): Special program marking the opening of NBC's Color City in Burbank, Calif.; one of NBC's series of spectaculars. Fred Allen is m.c. for the musical variety-revue, which will feature, from Hollywood: Dinah Shore, Judy Holliday; Ralph Edwards, Adolph Zukor and Bob Hope with a film clip of "The Seven Little Foys"; comedienne Sue Carson, dancer Earl Barton with The Double Daters, dance and vocal group (choreography by Miriam Nelson). From New York: Leontyne Price with Josh Wheeler, Helen Hayes presenting the Antoinette Perry Award for best play of 1954-55, and a special "Max Liebman Presents" in miniature, with Buddy Hackett, Pat Carroll and Tom Helmore.

OTHER NETWORK CHANGES & ADDITIONS

DuM- What's The Story (Wed, 8-8:30pm EST) New time, effective March 16. (See page 23)

NEW NETWORK SPONSORSHIPS

PROCTER & GAMBLE CO thru Young & Rubicam, Inc will assume every week sponsorship of My Favorite Husband (Sat, 9:30-10pm EST) over CBS-TV, effective May 7. The firm has been alternate week sponsor since January, and now takes over the current sponsorship of The Simmons Co which ends April 23.

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LOCAL STATION ACTIVITY

WABD(Ch 5) - Girl Talk, with Wendy Barrie; DEBUT Mar 21; Mon thru Fri, 11:30am-  
New York 12noon EST. Sponsor- Affiliated Food Stores thru Co-Ordinated Advertising Corp. Pkgr & Prod- Lester "L" Wolff; Dir- David Lowe.  
Chatter, news and interview program, starring Wendy Barrie, featuring a puppet manipulated by Art Arnold. Each daily program is divided into two segments, the first 15 minutes devoted to general news, views and reviews, including an interview with a personality. The second half of the show will be devoted to travel films and guests who are authorities on foreign countries and travel.

WBAL-TV(Ch 11) - Appeal!; DEBUT March 7; Mon, 2:30-3pm EST. Sustaining, public service. Pkgr & Prod- WBAL-TV Public Service Dept with the Junior Bar Assn Radio & TV Committee. Cases which have been heard and settled in local courts are reviewed, with a panel of three local citizens giving their views of what the decision should have been. A representative of the Junior Bar Assn explains just what did happen and why. The program is moderated by Arnold Wilkes(WBAL).

KABC-TV(Ch 7) - Sidney Skolsky's Hollywood; DEBUT Mar 20; delayed from March 13.  
Los Angeles (See page 28).

KRCA-TV(Ch 4) - American Avenue on Parade; DEBUT Mar 12; Sat, 2:30-3:30pm PST.  
Los Angeles Sponsor- Long Beach New Car Dealers Assn. Rusty McCollum and Hal Shideler are co-m.c.'s for this remote telecast from Long Beach, featuring interviews with personalities, amateur and professional entertainment, contests and local business highlights.

WPTZ(Ch 3) - Telerama; RETURN Mar 20; Sun, 3-3:30pm EST. Sustaining, public service. Pkgr- WPTZ; Prod & Dir- Cal Jones (first program) and other staffers. Return of the former news documentary program, with "much broader scope" in covering controversial news stories and presenting special documentaries on Philadelphia. The program will be telecast mostly live, with Alan Scott as host and moderator.

1911

*[Faint handwritten notes and bleed-through from the reverse side of the page are visible.]*

the 1990s, the number of people in the world who are illiterate has increased from 1.2 billion to 1.5 billion. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015.



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FRIDAY MARCH 18  
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SATURDAY MARCH 19  
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SUNDAY MARCH 20  
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MONDAY MARCH 21  
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TALENT SHOWSHEET (more )

The first part of the document discusses the importance of maintaining accurate records of all transactions. It is essential to ensure that every entry is properly documented and verified. This process helps in identifying any discrepancies or errors early on, preventing them from escalating into larger issues. The second part of the document outlines the various methods used to collect and analyze data. These methods include direct observation, interviews, and the use of specialized equipment. Each method has its own strengths and weaknesses, and it is important to choose the most appropriate one for the specific task at hand. The third part of the document describes the results of the data collection and analysis. It shows that there is a significant correlation between the variables being studied, which supports the hypothesis that was being tested. The final part of the document provides a conclusion and some recommendations for future research. It suggests that further studies should be conducted to explore the relationship between the variables in more detail, and that the findings of this study should be used to inform policy decisions.



MONDAY MARCH 21 (Cont'd)  
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|                                     |               |   |
|-------------------------------------|---------------|---|
| CAESAR'S HOUR<br>(Nanette Fabray)   | NBC 8pm       | regulars & Eddy Arnold (S); add new staff writer Charles Andrews; (SD)  |
| VOICE OF FIRESTONE                  | ABC 8:30      | Elaine Malbin (S)   |
| ARTHUR GODFREY'S<br>TALENT SCOUTS   | CBS 8:30      | Robert Kirkham (S), The Four Horsemen (S&M), Maureen McNalley (S)   |
| Medic (R. Boone)                    | NBC 9pm       | <u>Death is a Red Balloon</u> - no credits available at press time  |
| I Love Lucy (Ball & Arnaz)          | CBS 9pm       | regulars & Philip Ober; (SW & SD)   |
| December Bride<br>(Spring Byington) | CBS 9:30      | <u>Lily's Niece</u> - with regulars & Sally Fraser, Joe Kearns, Agnes Carlise, Havis Davenport; (SW & SD)   |
| ROBERT MONTGOMERY<br>PRESENTS       | NBC 9:30      | <u>N.Y. to L.A.</u> - (O) by George Rosen & Robert Shaw; with Charles Drake, Pamela Rivers, Ed Binns, Loretta Daye, Tom Rose, Regina Juvon, Robert Wark, Jean Mowry, Michael King, James Dimitri, Charles Jordan, Joseph Helgesen, Allan Hancock; (SD) by Norman Felton |
| STUDIO ONE                          | CBS 10pm      | <u>Miss Turner's Decision</u> - (O) by Howard Rodman; with Nina Foch, Glenda Farrell, Doris Roberts, Edward Andrews, Susan Dean, Isabel Price, Jeff Harris; (SD) by Paul Nickell  |
| Big Town<br>(Mark Stevens)          | WRCA-TV 10:30 | regulars & Wilton Graff, Peggy Webber, Amzie Strickland, Sam Gilman, Jody Dru, Gabriel Curtiz, Nancy Hale, Larry Thor; (SW & SD)  |

TUESDAY MARCH 22  
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|--------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cavalcade of America</u>                            | ABC 7:30  | <u>All's Well With Lydia</u> - (O) by Frederick Jackson; with Ruth Warrick, Reginald Denny, John Dodsworth, Esther Dale; (SD)                                                                                                                                                                           |
| <u>Waterfront</u><br>(Preston Foster)                  | WABD 7:30 | <u>The White Ducks</u> - (O) by David Dortort; with regulars & John Hoyt, Carleton Young; (SD)                                                                                                                                                                                                          |
| <u>Life With Father</u><br>(Leon Ames & Lurene Tuttle) | CBS 8pm   | <u>Father and the Dress Suit</u> - (O) by Bob Ross & Dave Schwartz; add new regular Freddy Ridgeway as "Whitney"; with regulars & Eilene Janssen, Kay Riehl, John Alban; (SD)                                                                                                                           |
| BUICK-BERLE                                            | NBC 8pm   | Ruth Gilbert returns as regular; Marie McDonald, Jerome Cowan                                                                                                                                                                                                                                           |
| <u>Studio 57</u>                                       | DuM 8:30  | <u>Sam</u> - (O) by Hal G. Evarts, (A) by Muriel Roy Bolton; with Charles Coburn, Phyllis Joyce, John Harmon; (SD) by John English                                                                                                                                                                      |
| <u>The Halls of Ivy</u>                                | CBS 8:30  | regulars & Gladys Holland; (SD)                                                                                                                                                                                                                                                                         |
| <u>Fireside Theater</u><br>(Gene Raymond)              | NBC 9pm   | <u>The Failure</u> - (O) by Charles Mercer, (A) by Charles Bennett; with Alan Wells, Nana Bryant, Tom Powers, Jean Howell, Ralph Dumke, Charles Watts, Nolan Leary, Roy Engle; (SD)                                                                                                                     |
| <u>Danny Thomas</u>                                    | ABC 9pm   | <u>The Piano Teacher</u> (O) by Mac Benoff; with regulars & Jay Novello; (SD)                                                                                                                                                                                                                           |
| ELGIN HOUR                                             | ABC 9:30  | <u>The Thousand Dollar Window</u> - (O) by Mark Hellinger (from an unproduced screenplay), (A) by Alvin Sapinsley; with Sir Cedric Hardwicke, Mary Astor, Larry Blyden, Kenny Delmar, Patricia Barry, Percy Waram, Joe Mantell, Malcolm Lee Beggs, James Millhollin, Mort Marshall; (SD) by Dan Petrie. |
| RED SKELTON                                            | CBS 9:30  | Mary McCarty (S); (SW & SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                             |
| ARMSTRONG'S CIRCLE<br>THEATRE                          | NBC 9:30  | <u>TV or Not TV</u> - (O) by Jerome Ross; with William Redfield, Charlotte Rae, Jack Weston, Ross Martin, Mason Adams, Pat Englund, Shirley Grayson, Milo Boulton, Rhoda Lewis, Dickie Belton; Dir by Paul Bogart                                                                                       |
| DANGER                                                 | CBS 10pm  | <u>The Belled Buzzard</u> - (O) by Irvin S. Cobb, (A) by Robert Shaw; with Sidney Blackmer, Virginia Maddocks, Evelyn Ellis Bart Burns, Logan Field, Charles Taylor, Tommy Halloran; (SD)                                                                                                               |

WEDNESDAY MARCH 23  
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|---|--------------------|--|
| Norby<br>(David Wayne)                  | NBC 7pm<br>(COLOR) | <u>Dorcas' Dilemma</u> - with regulars & Roland Wood, Ralph Dunn, Janice Mars; (SW & SD) |
| <u>My Little Margie</u><br>(Gale Storm) | NBC 8:30           | <u>Corpus Delecti</u> - with regulars & Michael Fox, Ruby Goodwin, El Brendel; (SW & SD) |

TALENT SHOWSHEET (more)





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ROSS REPORTS - 3/20/55 - Page C

TALENT SHOWSHEET (more)

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JAN 10 1964

1. THEORY OF THE EARTH

DATE: 06/01/11

$\frac{1}{2} \cdot \frac{1}{2} = \frac{1}{4}$

$$x = \frac{1}{2} \left( \frac{1}{2} + \frac{1}{2} \right) = \frac{1}{2} \quad \text{and} \quad y = \frac{1}{2} \left( \frac{1}{2} + \frac{1}{2} \right) = \frac{1}{2}$$

RECAPITULATION :

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Figure 1. The effect of the concentration of the *Agaricus bisporus* spores on the growth of *Agaricus bisporus* on the substrate.

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FRIDAY MARCH 25(Cont'd)

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|--|-------------|---|
| THE BIG STORY<br>(Norman Rose)         | NBC 9pm     | <u>Sid Hughes, Los Angeles Examiner</u> - (O) by Gail Ingram; with Mark Roberts, Dan Morgan, Gordon B. Clarke, Frank Campanella, Linda Barrett, Marcie Hubert; (SD)   |
| <u>Schlitz Playhouse</u>               | CBS 9pm     | <u>Log the Man Innocent</u> - (O) by Richard Pedicini & Phil Cole; (A) by Eric Scott; with Dan O'Herlihy, Charles Davis, Morris Ankrum, Mortimer Mills, Lawrence Ryle, John Stephenson, Bruce Payne, Lester Dorr, Peggy Creel; (SD) by Jus Addiss |
| <u>The Vise</u><br>(Ron Randell)       | ABC 9:30    | <u>Week-End Guest</u> - with Kenneth Haigh, Brenda Hogan, Mary Hinton; (SD)   |
| <u>Inner Sanctum</u>                   | WOR-TV 9:30 | <u>Queen of Spades</u> - (SW) by Louis Vittes; with Harry Townes, Joe DeSantis, Edward Binns, Lisa Howard, Martin Balsam; (SD)  |
| <u>The Lineup</u><br>(Warner Anderson) | CBS 10pm    | <u>The Safe Crackers</u> - (O) by John Vlahos; with regulars & Jesslyn Fax, Connie Marshall, Howard McNear, Sam Edwards, Alfred Linder; (SD) by Felix Feist   |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 18 THRU FRIDAY MARCH 25

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|-------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MORNING SHOW WITH<br>JACK PAAR                                          | CBS 7am   | regulars & M - Peter Hayward (artist); F - Emmett Kelly (clown)                                                                                                                                                                              |
| GEORGE SKINNER                                                          | WCBS 9am  | regulars & M thru F - Peggy Coburn (S)                                                                                                                                                                                                       |
| GARRY MOORE                                                             | CBS 10am  | regulars & Tu - Bernie West (C); F - the Marvellos (variety)<br>Lee Allen (C), Stan Freeman (M)                                                                                                                                              |
| HOME(A. Francis)                                                        | NBC 11am  | M - Wally Cox (C); Tu - Sari Biro (M)                                                                                                                                                                                                        |
| WAY OF THE WORLD<br>(Gloria Louis)                                      | NBC 10:30 | thru March 25 - (O) by Lewis Graham; with Dorothy Sands, Joan Hotchkiss, Violet Heming, Jean Carson, Bert Freed, Bill Lipton, Gladys Thornton, Bernard Tone; (SD)                                                                            |
| SHEILAH GRAHAM                                                          | NBC 10:45 | M thru F - June Allyson (FROM HOLLYWOOD)                                                                                                                                                                                                     |
| BOB CROSBY                                                              | CBS 3:30  | F (3/18) - Brian Donlevy (FROM HOLLYWOOD)                                                                                                                                                                                                    |
| WORLD OF MR.<br>SWEENEY(Charlie Ruggles,<br>Helen Wagner, Glenn Walken) | NBC 4:30  | regulars &: M - Grace Keddy; Tu - Bradford Dillman, Hans von Schumm; W - Nat Polen; Thu - Susan Steell, Julie Follansbee; F - Ann Thomas; (SW & SD)                                                                                          |
| MODERN ROMANCES<br>(Martha Scott)                                       | NBC 4:45  | M thru F - <u>A Long Time till Dawn</u> - (O) by Rod Serling; with June Dayton, Robert Harris, Joe Maross, Crahan Denton; (SD) by Tom Reynolds                                                                                               |
| MAGIC COTTAGE                                                           | WABD 6pm  | M thru F - Ian Martin, Jess Cain; (SW & SD)                                                                                                                                                                                                  |
| CAPTAIN VIDEO<br>(Al Hodge)                                             | DuM 7pm   | John Shay replaces Bruce Gordon as "King Mergo"; cast listed last week plus Don Briggs; M thru F; (SW & SD)                                                                                                                                  |
| PERRY COMO                                                              | CBS 7:45  | F(3/25) - Frankie Frisch, Jimmy Barbieri(baseball)                                                                                                                                                                                           |
| ERNIE KOVACS                                                            | WABD 10pm | Tu & Thu - Jack Kelly replaces Elliot Lawrence as regular(M)                                                                                                                                                                                 |
| TONIGHT<br>(Steve Allen)                                                | NBC 11:30 | M - J. C. Cook (M), John Carradine, Budd Schulberg(writer);<br>Tu - Fred Lowrey (M), Betty Ann Grove (S), Louis Nye (C);<br>W - Eva Kitchel (C&D); Thu - Mickey Deems (C), Dolores Hawkins (S); F - Henny Youngman (C), Dan Terry & Band (M) |

SATURDAY MARCH 26

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|--|--------------|--|
| <u>Captain Midnight</u><br>(Richard Webb)            | CBS 11:30    | <u>Death Below Zero</u> - (O) by Malcolm Stuart Boylan, (A) by Wells Root; with regulars & Harry Lauter, Bob Woodward, David Colmans, Kenneth McDonald, Henry Rowland; (SD)      |
| <u>Buffalo Bill, Jr.</u><br>(Dick Jones)             | WCBS 5pm     | <u>The Flight for Geronimo</u> - with regulars: Dick Jones, Nancy Gilbert, Harry Cheshire; (SW & SD, PREMIERE OF NEW SERIES)   |
| <u>Man Behind the Badge</u><br>(Charles Bickford)    | WCBS 6:30    | <u>The Case of the Wholesale Burglaries</u> - (O) by Alvin Boretz; with Don Haggerty, Strother Martin, Claude Akins; (SD) by Harold Daniels                                      |
| <u>Range Rider</u><br>(Jack Mahoney<br>& Dick Jones) | WRCA-TV 6:30 | <u>Pack Rat</u> - (O) by Samuel Newman; with regulars & Francis McDonald, Alan Hale, Jr., Gloria Winters, Ed Dearing, Marshall Reed, Stanley Andrews, J. Farrell MacDonald; (SD) |

1. The first of the three main points of the report is that the situation in the country is generally stable, but there are some local disturbances which are being dealt with by the authorities.

2. The second point is that the economy is showing signs of improvement, particularly in the agricultural sector, which is expected to have a good harvest this year.

3. The third point is that the government is committed to maintaining the rule of law and to ensuring that all citizens are treated fairly and equally under the law.

4. The fourth point is that the government is working to improve the standard of living for all citizens, particularly in the rural areas, where the majority of the population live.

5. The fifth point is that the government is committed to maintaining good relations with its neighbors and to promoting regional cooperation and stability.

6. The sixth point is that the government is working to improve the quality of its public services, particularly in the areas of health, education, and social welfare.

7. The seventh point is that the government is committed to maintaining the integrity of its institutions and to ensuring that all public officials are held accountable for their actions.

8. The eighth point is that the government is working to improve the efficiency of its administration and to reduce the burden of bureaucracy on the citizens.

9. The ninth point is that the government is committed to maintaining the security of the country and to protecting its citizens from all forms of violence and terrorism.

10. The tenth point is that the government is working to improve the transparency of its operations and to ensure that all decisions are made in an open and accountable manner.

11. The eleventh point is that the government is committed to maintaining the unity of the country and to promoting national reconciliation and harmony.

12. The twelfth point is that the government is working to improve the quality of its infrastructure, particularly in the areas of roads, bridges, and public utilities.

13. The thirteenth point is that the government is committed to maintaining the independence of the judiciary and to ensuring that all cases are heard in a fair and impartial manner.

14. The fourteenth point is that the government is working to improve the quality of its foreign relations and to promote international cooperation and development.

15. The fifteenth point is that the government is committed to maintaining the sovereignty of the country and to protecting its territorial integrity.

16. The sixteenth point is that the government is working to improve the quality of its social services, particularly in the areas of housing, social security, and public health.

17. The seventeenth point is that the government is committed to maintaining the integrity of the electoral process and to ensuring that all elections are free and fair.

18. The eighteenth point is that the government is working to improve the quality of its environmental protection and to promote sustainable development.

19. The nineteenth point is that the government is committed to maintaining the quality of its public order and to ensuring that all citizens are safe and secure.

20. The twentieth point is that the government is working to improve the quality of its cultural and recreational facilities and to promote the development of the arts and sports.

21. The twenty-first point is that the government is committed to maintaining the quality of its public safety and to ensuring that all citizens are protected from crime and violence.

22. The twenty-second point is that the government is working to improve the quality of its public transportation system and to ensure that all citizens have access to safe and reliable transport.

23. The twenty-third point is that the government is committed to maintaining the quality of its public services and to ensuring that all citizens are satisfied with the quality of the services they receive.

24. The twenty-fourth point is that the government is working to improve the quality of its public housing program and to ensure that all citizens have access to safe and affordable housing.

25. The twenty-fifth point is that the government is committed to maintaining the quality of its public health system and to ensuring that all citizens have access to high-quality medical care.

26. The twenty-sixth point is that the government is working to improve the quality of its public education system and to ensure that all children have access to a good quality education.

27. The twenty-seventh point is that the government is committed to maintaining the quality of its public safety and to ensuring that all citizens are protected from crime and violence.

28. The twenty-eighth point is that the government is working to improve the quality of its public order and to ensure that all citizens are safe and secure.

29. The twenty-ninth point is that the government is committed to maintaining the quality of its public services and to ensuring that all citizens are satisfied with the quality of the services they receive.

30. The thirtieth point is that the government is working to improve the quality of its public housing program and to ensure that all citizens have access to safe and affordable housing.

31. The thirty-first point is that the government is committed to maintaining the quality of its public health system and to ensuring that all citizens have access to high-quality medical care.

32. The thirty-second point is that the government is working to improve the quality of its public education system and to ensure that all children have access to a good quality education.

33. The thirty-third point is that the government is committed to maintaining the quality of its public safety and to ensuring that all citizens are protected from crime and violence.

34. The thirty-fourth point is that the government is working to improve the quality of its public order and to ensure that all citizens are safe and secure.

35. The thirty-fifth point is that the government is committed to maintaining the quality of its public services and to ensuring that all citizens are satisfied with the quality of the services they receive.

36. The thirty-sixth point is that the government is working to improve the quality of its public housing program and to ensure that all citizens have access to safe and affordable housing.

37. The thirty-seventh point is that the government is committed to maintaining the quality of its public health system and to ensuring that all citizens have access to high-quality medical care.

38. The thirty-eighth point is that the government is working to improve the quality of its public education system and to ensure that all children have access to a good quality education.

39. The thirty-ninth point is that the government is committed to maintaining the quality of its public safety and to ensuring that all citizens are protected from crime and violence.

39. The thirty-ninth point is that the government is working to improve the quality of its public order and to ensure that all citizens are safe and secure.

40. The fortieth point is that the government is committed to maintaining the quality of its public services and to ensuring that all citizens are satisfied with the quality of the services they receive.

40. The fortieth point is that the government is working to improve the quality of its public housing program and to ensure that all citizens have access to safe and affordable housing.

41. The forty-first point is that the government is committed to maintaining the quality of its public health system and to ensuring that all citizens have access to high-quality medical care.



SATURDAY MARCH 26 (Cont'd)  
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| <u>Rheingold Theatre</u><br><u>Presents Henry Fonda</u>            | WRCA-TV 7pm         | <u>First Offense</u> - (O) by John D. McDonald, (A) by Frederic Brady; with Howard Duff, Maxine Cooper, Robert Osterloh, Edgar Dearing, Russell Conway; (SD) by Lewis Foster                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| GEORGE GOBEL                                                       | NBC 10pm            | Mara Corday, Dani Crayne, Leigh Snowden & regulars; (H'WOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Willy</u><br><u>(Lloyd Corrigan)</u>                            | CBS 10:30           | <u>Willy and Hansel O'Donagan</u> - with regulars & Jane Darwell, Jill Janssen, Michael Emmet, James Flavin; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| SUNDAY MARCH 27<br>~~~~~                                           |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <u>Roy Rogers</u><br><u>(&amp; Dale Evans)</u>                     | NBC 6:30            | <u>The Ginger Horse</u> - (O) by Dwight Cummins; with regulars & Janice Howard, Jim Howard, Don C. Harvey; (SD) by D. McDougall                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <u>You Are There</u><br><u>(Harry Marble)</u>                      | CBS 6:30            | <u>The Triumph of Alexander the Great</u> - (O) by Jeremy Daniel; with Michael Higgins, Bruce Gordon, Neva Patterson, Milton Selzer, E. G. Marshall, James Broderick, Fred Sadoff, Si Oakland, John Marley, Lisa Baker; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Private Secretary</u><br><u>(Ann Sothern)</u>                   | CBS 7:30            | <u>Progress is Here to Stay</u> - (O) by Siegfried Herzig; with regulars & Pitt Herbert, Philip Tonge, Burt Mustin; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| SPECTACULAR                                                        | NBC 7:30<br>(COLOR) | <u>Entertainment 1955</u> - with Dinah Shore (S), staged by Nick Castle, Dir by Bob Banner; Judy Holliday; Ralph Edwards introducing Adolph Zukor & film clips from <u>Seven Little Foys</u> Starring Bob Hope, also in person; Sue Carson (C), Earl Barton with The Double Daters (S&D), Choreog by Miriam Nelson; Excerpt from NBC-TV Opera Theatre Production of <u>Tosca</u> with Leontyne Price & Josh Wheeler (Both S), Dir by Kirk Brown-ing; Helen Hayes presenting Antoinette Perry Award; Buddy Hackett (C), Pat Carroll (C&S), Tom Helmore in sketch by Willy Glickman, Bill Friedberg, Neal Simon; Jackie Cooper; Fred Allen (C) as over-all M.C. (FROM NYC & HOLLYWOOD) |
| <u>Pepsi-Cola Playhouse</u>                                        | ABC 7:30            | <u>The Loner</u> - with Peter Votrian, Ann Lee, Hayden Rorke; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| OPERA CAMEOS<br><u>(G. Martinelli)</u>                             | DuM 7:30            | Excerpts from <u>Daughter of the Regiment</u> - opera by Donizetti with Florence George Crosby, Salvatore Baccaloni (both S)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| TOAST OF THE TOWN<br><u>(Ed Sullivan)</u>                          | CBS 8pm             | 12th Anniversary of <u>Oklahoma!</u> - with Sen Robert S. Kerr, U. of Okla. Glee Club, Celeste Holm, Rodgers & Hammerstein, John Raitt, Florence Henderson, Barbara Cook (latter 3, S); Richard Collett (S), Augustana College Choir conducted by Dr. Henry Veld                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <u>General Electric</u><br><u>Theatre (R. Reagan)</u>              | CBS 9pm             | <u>Clown</u> - (O) by Emmett Kelly; with Henry Fonda, Dorothy Ma-<br>Malone (full credits next week)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| GOODYEAR TELEVISION<br>PLAYHOUSE                                   | NBC 9pm             | <u>The Chivington Raid</u> - (O) by Charles K. Peck, Jr.; with Albert Dekker, John Shellie, Elizabeth Fraser, Floyd Buckley Victor Thorley, Steve McQueen, Gene Lyons; (SD) by Del Mann                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Stage 7</u>                                                     | CBS 9:30            | <u>The Long Count</u> - with Biff Elliott, Joan Vohs, Ted DeCorsia, Nestor Paiva, Mel Wells, Richard Deacon; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <u>Father Knows Best</u><br><u>(Robert Young &amp; Jane Wyatt)</u> | CBS 10pm            | <u>Close Decision</u> - (O) by Roswell Rogers; with regulars & Robert Lynn, Gary Pagett, Diana Christian; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Loretta Young</u>                                               | NBC 10pm            | <u>Mink Coat</u> - (O) by Marian Thompson; with Jock Mahoney, Casey Adams, Ann Doran, Gerilyn Flannery, Mary Emma Watson, Kay Hammond; Dir by Harry Keller                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Bob Cummings</u>                                                | NBC 10:30           | <u>Mrs. Montague's Niece</u> - with regulars & Dwayne Hickman, Elvia Alman, Freda Hoffman; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

NEW YORK TALENT AVAILABILITIES  
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|---|---|
| <u>BURL IVES</u> - opening in <u>Cat on a Hot Tin Roof</u> at the Morosco; also in <u>East of Eden</u> - PRESS: William Fields, PL 7-6938 | <u>MICHAEL HIGGINS</u> - in <u>You Are There</u> lead, above; also <u>The White Devil</u> at Phoenix - LE 2-1100                |
| <u>WALTER GIESEKING</u> - returns to Carnegie Hall on Tue, Mar 29 - MGT: Columbia Artists, CI 7-6900                                      | <u>FRANCES BIBLE</u> - in opening performance of <u>Der Rosenkavalier</u> at City Center - PRESS: Alix B. Williamson, CO 5-1758 |
| <u>LUCINE AMARA &amp; SET SVANHOLM</u> - in last week's <u>Othello</u> at the Met - AGT: Wm L Stein, CO 5-3715                            | <u>HARRY BELAFONTE</u> - co-star of <u>Carmen Jones</u> in 3 for Tonight opening April 6 - PRESS: Karl Bernstein, CI 6-0427     |

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1. *Chlorophyll a* and *Chlorophyll b* contents were determined by spectrophotometry using the method of Lichtenthaler and Whistler (1987). The total chlorophyll content was calculated using the following formula:

Percentage of total population in the labor force by sex and age group, 1950-1970

| Year | Male | Female | 15-24 | 25-64 | 65+ |
|------|------|--------|-------|-------|-----|
| 1950 | 55   | 45     | 15    | 40    | 45  |
| 1955 | 58   | 48     | 18    | 42    | 40  |
| 1960 | 60   | 50     | 20    | 45    | 35  |
| 1965 | 58   | 48     | 18    | 42    | 40  |
| 1970 | 55   | 45     | 15    | 40    | 45  |

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# Ross Reports ON TELEVISION

INCLUDING

MARCH 23, 1955

## THE TELEVISION INDEX

VOLUME 7 NUMBER 12 A

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

If sponsor interest for the fall is any criterion, NBC's much maligned "spectaculars" have been a success. Ford Motor Co and RCA Victor will be back next season with the every fourth Monday Producer's Showcase, while Oldsmobile Division, GMC, is reported to be picking up the Liebman Saturday specials again. The big change will come for the Sunday evening "spectaculars," which may or may not have Max Liebman connected with them. George Frey, v.p. in charge of TV sales for NBC, said last week that starting next fall any advertiser may buy into any one of the 13 Sunday night specs on a one-time basis, or more if he chooses. This technique, called a "color spread" to compare the setup with the availability of color page advertising in magazines, provides for six 90-second commercials in each hour-and-a-half of program time. One hole has already been knocked in the plan, in a sense, because Sunbeam Corporation has bought three spots on the single shows for October, November and December, repeating its current sponsorship pattern of half of the Sunday shows this season. Sunbeam, of course, is taking full advantage of top showcasing for the Christmas buying season. The other angle, on the plus side, is that a current sponsor is affirming his faith in the selling power of the Sunday specs. Sunbeam is also taking advantage of another flexible pattern by buying one-third of each of the Milton Berle and Martha Raye shows which will appear two of every three weeks in the Tuesday, 8-9pm spot next season, confirmation that no sponsor will have the full hour. This is the first time since NBC asserted its dominance over this time period with Milton Berle that any of the time has been available on a shared basis during a single program. Sunbeam will mainly feature its Shavemaster in the Tuesday night periods.....If NBC adds the contemplated Maurice Evans drama series in color to the fall schedule it will then be committed to an extremely heavy color saturation schedule for the week-end-plus-Monday peak family viewing periods.

Max Liebman's intended production of "The Desert Song" with Gordon MacRae, for April 9, has been put off for about six weeks. "The Merry Widow," probably starring Kathryn Grayson, will be the special for April 9.....MacRae will star in "Roberta" on the Colgate Comedy Hour for April 10, originating in Hollywood; the star lineup also includes Jeanette MacDonald, Reginald Gardiner, Luba Malina, Mickey Rooney, Nina Foch and others. The week before, April 3, also from Hollywood, the Comedy Hour will star Phil Harris, Tennessee Ernie Ford, Kitty Kallen and Dave Brubeck and his jazz combo.....After daily conferences last week, with a shift to live definitely in the works, Norby didn't make it. Differences that were too difficult to resolve have led to definite cancellation of the series after its April 6 film showing.

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(MORE)

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Roy Rogers may star in a special show for General Foods on June 21, over NBC, Tuesday, 8-9pm.....Omnibus will devote the entire April 3 hour-and-one-half show to a TV presentation of Homer's "The Iliad." The adaptation is by Andrew K. Lewis. The April 10 show, the following week, will be the last for the season until the program returns in the fall.....The current makeup of the writing staff of the Imogene Coca Show is rather formless. Lucille Kallen is the lone survivor of the writers who were with Miss Coca in her Show of Shows days. Arnie Rosen and Coleman Jacoby work as a team; while Mac Benoff, who has come in from the coast after winding up scripts for Danny Thomas, is on an indefinite status; not really permanent, but he will do some scripts for the rest of the season.....Helen Shields will replace Louise Allbritton as star of NBC's daytime drama, Concerning Miss Marlowe, after the April 1 show. Miss Allbritton will take a vacation, then be available for new work in either TV, the movies or on the stage.

ABC's Mickey Mouse Club, starting Oct 3, Monday thru Friday, 5-6pm, now has six firm sponsors. General Mills for its various cereals, thru Knox Reeves and other agencies, has the 5:15-5:30pm and 5:45-6pm segments on Monday, Wednesday and Friday. Campbell Soup Co thru BBD&O and Leo Burnett has the 5:15-5:30pm and 5:45-6pm segments on Thursday. Bristol-Myers Co for Ipana thru Doherty, Clifford, Steers & Shenfield, has the 5:30-5:45pm segment on Thursday. Armour & Co thru Henri, Hurst & MacDonald has the 5:30-5:45pm segment on Wednesday. Two more sponsors, Mars Inc. thru Leo Burnett and Carnation Co thru Erwin Wasey & Co, each have a quarter-hour segment, no time confirmed. That leaves eight segments unsold out of 20 available, with six months of selling time left before the Disney program debuts.

CBS confirmed that Marie Wilson will star in a new comedy series, Miss Pepperdine, to be done on film for fall network showing. Everett Freeman is producing, with Jules Bricken tabbed to direct the pilot in April on the coast from a script by Shirley Gordon. Freeman was in New York last week (returned to the coast on Friday) checking talent availabilities.....With all the pilots announced by networks for fall showing and few definite time availabilities, there may be large jams in the works for stars setting plans for the future.....I Spy, starring Raymond Massey, first production venture of Reah Productions (Edward J. Montagne and Phil Reisman, Jr) rolls on the first film of 26 at Parsonnet studios in Long Island City next week, instead of today (23) as originally announced. Guild Films will distribute the films, stories of espionage thru history.....Guild Films' The Goldbergs winds up on the first two films and then lays off for three weeks before resuming shooting on the rest of the series.....Stars of the Grand Ole Opry, filmed by Al Gannaway (Gannaway Productions, Inc) for Flamingo Films at Ryman Auditorium in Nashville, Tenn., has been sold to Pillsbury Mills thru Campbell-Mithun, Inc., for about 40 midwestern and southern markets. Flamingo has also sold the show in 18 other markets on a syndicated basis and is currently negotiating for an additional regional sponsorship in about 15 markets, with other single spots also under consideration. The show has about 125 in the regular cast, featuring Opry regulars Minnie Pearl, Roy Acuff, Web Pierce, Ernest Tubbs, Rod Bradford and others appearing on the WSM radio and TV shows.....I Love Lucy re-runs over CBS-TV, starting April 17, Sundays, 6-6:30pm, will be shown under the title, The Lucy Show. Lehn & Fink Products Corp (Dorothy Gray Beauty Preparations and Hinds, Etiquet, Lysol) thru McCann-Erickson, Inc., is sole sponsor for the repeat films.

Stone Associates, new merchandising and TV program firm set up by Martin Stone after the sale of Kagan Corp to NBC, is located at the Hotel Plaza, New York. PL 5-0416. Executives are Martin Stone, head of the firm; Allan Stone, merchandising director; Milton P. Kayle, merchandising exec and in charge of legal matters; Edward Kean, merchandising exec and TV-radio program dept head. Stone Associates is handling merchandising and licensing for Jackie Gleason thru his VIP Corp and for all properties handled by Television Programs of America, including Ellery Queen, Halls of Ivy, Lassie, Captain Gallant of the Foreign Legion and Ramar of the Jungle. Stone has its own children's show, Club Chirikin, Mon thru Sat, over Cuba's CMQ network.





Richard de Rochemont's Vavin, Inc (134 E 57th St., New York. MU 8-5897) will begin production on 13 films based on Eugene Sue's novel, "The Mysteries of Paris," in July or August, with French film producer Jean Benoit-Levy as co-producer. It will be a costume series, placed in Dickens' time, as a broad, romantic melodrama. Lois Jacoby at Vavin is story editor and principal writer. Norman Lloyd will direct, with Jerry Weiler as business manager for the film group. The lead for the series is not cast as yet with the producer looking for a Mel Ferrer-type. The series will be set up so that it can be made abroad and then continued here if commitments bring the unit back. The current budget calls for not over \$30,000 per episode.....Buff Cobb is finally swinging into action on the late Irvin S. Cobb's famous "Judge Priest" stories about the retired Kentucky judge who helps solve human problems. Producer-director for the planned series, Michael Case, is leaving New York soon to scout locations in Kentucky. Miss Cobb is exec and supervisory producer, with Frank Beckwith as story editor and writer of some of the first 13 scripts, and James Loren as production manager. A Hollywood actor is being considered for the lead role. Current plan is to shoot 13 and then take them to a sponsor rather than go thru a pilot routine.

The Loretta Young Show has been renewed by P & G thru Benton Bowles for next season.....Carol Irwin's pilot film for a Myrna Loy series, It Gives Me Great Pleasure, currently being shown to sponsors, will also be showcased on General Electric Theatre on April 3. It had been tentatively announced once before, but wasn't ready. ....Kraft TV Theatre will present John Cecil Holm's own adaptation of his recent Broadway play, "The Southwest Corner," with the original legit cast, on March 30. Eve LeGallienne stars, with Enid Markey and Parker Fennelly.....U. S. Steel Hour futures over ABC include: Mar 29, "Scandal at Peppernut," an original by Kay Arthur, starring Terry Moore and Charles Korvin; April 12, "The Rack," a Rod Serling original, starring Wendell Corey and Keenan Wynn; April 26, "Roads to Home," an original by Horton Foote, no cast set.

TV sets in the U. S. reached 34,364,000 as of Feb 1, according to Hugh M. Beville Jr., NBC director of research.....The Nielsen Television Index revealed that the average American home spent a total of 5 hours and 49 minutes a day watching television during January, a new high.....Bow out of Miles Labs as sponsor of the Morgan Beatty news program over Du Mont on April 1 has forced the net to cancel its long-run Captain Video, since the net has to pay cable charges for a full hour to transmit a show during any part of the hour. Video will probably be one of the net's first properties to be put on film when the net starts using Dr. Du Mont's live-film camera, currently in development.....Two other new live-film systems just announced include Al Simon's live-film unit developed on the coast and the English hi-fi live-kinescope recording system.....Guy Lombardo ends his current live series over WRCA-TV(NY) on April 1 because he wants to give time to concerts, the most lucrative phase of the band business today for an organization like his.....Marx Loeb is assistant producer of Mr. Citizen, new series replacing the Stu Erwin Show over ABC, April 20.

PEOPLE GOING PLACES: Thomas E. Knode resigned as director of station relations for NBC to become v.p. and general manager of TV for Edward Petry Co., station reps, effective at the end of March.....Elmore B. Lyford has resigned as director of station relations for the Du Mont net. No future plans announced.....Screen Directors Guild has moved its New York office to 207 E 37th St. OX 7-0121. Jack Glenn is president.....Donald J. Mercer named director of station relations for NBC (See Knode mention above).....Mal Thompson has joined BBD&O in New York as a TV producer. He had been production supervisor at Transfilm.....Andy Murphy has been upped to public relations director for WBBM-TV(Chi) and Howard Mendelsohn has been named to succeed him as publicity director.....Blaine Littell has been named WCBS-TV(NY) news bureau manager.....Alden Schwimmer is now with Ashley-Steiner, Inc., in New York, handling writers, producers and directors. He had been with William Morris Agency.





# Ross Reports ON TELEVISION

INCLUDING

MARCH 28-APRIL 3, 1955

## THE TELEVISION INDEX

VOLUME 7

NUMBER 13

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(29)

NBC- 8-9pm EST; SPECIAL; The Greatest Show on Earth; from WRCA-TV(NY), 97 stations live, 15 delayed. Sponsor- General Foods Corp (Jell-O, with commercial insert for Birds Eye) thru Young & Rubicam, Inc NY); Jell-O Acct Superv- James Wilkerson; Jell-O Acct Exec- Edgar B. Van Winkle; Agcy Superv- Lee Strahorn; Comm Superv- Ruth Aikman. Pkgr- Benton & Bowles, Inc(NY); Prod- Alan Handley; Dir- Dick Schneider. For the circus; Staged and Directed by- Richard and Edith Barstow; Detail Dir- John Ringling North; Music Dir- Merle Evans; Sets Designed by- Miles White. John Daly is m.c. for the telecast of a "dress rehearsal" of Ringling Bros and Barnum & Bailey Circus at Madison Square Garden prior to its official opening on March 30. Daly will introduce various circus attractions presented and will also interview circus personalities. (General Foods assigned Benton & Bowles, Inc., to handle the circus program, but Young & Rubicam, Inc. another GF agency, is handling the commercials).

NBC- 9:30-10pm EST; HIGHLIGHT; March of Medicine, LIVE & FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). Pkgr- S, K & F Labs with the American Medical Assn; Prod- Doris Ann(NBC) and S, K & F Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazam. A documentary report of the effects of atomic radiation on the people of Hiroshima, Japan, titled, "Ten Years After Hiroshima." The telecast coincides with the Los Angeles meeting of the Academy of General Practice and originates in part from that city. This is the first of the new series of March of Medicine telecasts, with future programs scheduled for April 26, May 15 and June 7. The program replaces Armstrong Circle Theatre in this time spot, one time only.

#### Wednesday(30)

NBC- 10:30pm-12midnight EST; SPECIAL; Academy Awards; from KRCA-TV(LA) & WRCA-TV(NY), 151 stations. Sponsor- Oldsmobile Division, General Motors Corp., thru D. P. Brother & Co(Detroit); Acct Exec- Clarence Hatch; Agcy Supervs- Clarence Hatch & Kenneth Manuel; Comm Anncr- Lee Bowman as m.c., with Bob Lemond; live and film. Pkgr- NBC with the Academy of Motion Picture Arts and Sciences; Academy Prod & Dir- Jean Negulesco; NBC Prod- William Kayden; NBC Dir- Bill Bennington; NY NBC Prod- Hudson Faussett; NY NBC Dir- Grey Lockwood; Music Dir- David Rose; Cost Superv- Edith Head; Writers- Richard Breen, (continued next page)

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THIS WEEK(MORE)

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THIS WEEK(Cont'd)

Wednesday(30)

NBC- Academy Awards (Continued from previous page): Jack Rose, Mel Shavelson. Bob Hope is m.c. for the simulcast of the 27th annual awards ceremony of the Academy of Motion Picture Arts and Sciences, originating at the RKO-Pantages Theatre in Hollywood, with Thelma Ritter and Conrad Nagel as m.c.'s in New York for cut-ins from NBC's Century Theatre. Acting nominees for Oscars will act as "presenters" for all other categories, with last year's acting award winners as presenters to those who win this year.

Saturday(April 2)

CBS- 1:55pm-conclusion EST; RETURN; TV Game of the Week; from various stations during the baseball season; no. of stations indefinite. Sponsor- Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- S. J. Hamilton; Agcy Superv- Edmond Burke; Commls on film. Pkgr- CBS Sports; Prod- Hugh Beach; Dirs- Byron Paul(NY) & Dick Liesendahl(Chi). Telecasts of 24 regular season major league baseball games, with two pre-season exhibition contests starting the schedule. (The first game, April 2, starts at 2:25pm, as will some others, but main starting time is 1:55 NY time). Jerome ("Dizzy") Dean and Buddy Blattner will handle the play-by-play, and will also do a 10 minute Baseball Preview preceding each contest, starting 10 minutes before game time. The games are sponsored on a regional and local basis outside areas sponsored by Falstaff. The summer telecast series debuted over ABC-TV, April 13, 1953, and was also seen last summer, starting March 27, 1954, over ABC, also sponsored by Falstaff.

CBS- 10:30-11pm EST; DEBUT; All in Fun; from WCBS-TV(NY), to the net; April 2 & 9 only. Sustaining. Pkgr- CBS-TV(NY); Prod- Al Span; Dir- Peter Birch; Music Dir- Alfredo Antonini. Variety show with top name artists, presented on two successive weeks only, as a program fill-in. The show replaces Willy, which moves to Thu, 10:30-11pm EST, effective April 7. Effective April 16, Damon Runyon Theatre, anthology film series, will succeed All in Fun in the time spot.

Sunday(3)

CBS- 10-10:30pm EST; DEBUT; Appointment with Adventure; from WCBS-TV(NY), 87 stations live, 33 kine. Sponsor- P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- William D. Thompson; Agcy Acct Superv- Richard Cox; Agcy TV Superv- David Levy; Comm Anncr- Jonathan Blake. Pkgr- Talent Associates, Ltd(NY); Exec Prod- David Susskind; Assoc Prod- Murray Susskind; Dir- Robert Stevens (1st four, rest indef); Sets- Larry Eggleton; Costumes- Marty Streitfield; Script Ed- Jacqueline Babbitt; Writers- Free lance; Cast- Ethel Winant (at Talent Associates). Original romantic adventure series of teleplays by leading writers, both fictional and documentary type. Jonathan Blake will introduce the plays. Program replaces Father Knows Best for the sponsor; last show March 27.

NBC- 11am-12noon EST; SPECIAL; Palm Sunday Church Service; from WPTZ(Phila), to the net. Sustaining, public service. Pkgr- NBC with the National Council of Churches; Prod- Doris Ann(NBC), Arthur Austin(Council); Dir- Del Hostetler. Palm Sunday service from Tabernacle Lutheran Church in Philadelphia. The Rev. Henry B. Luffberry, pastor, will conduct the service and deliver the sermon.

NBC- 2:30-3pm EST; SPECIAL; Home for Passover; from WRCA-TV(NY), to the net. Sustaining, public service. Pkgr- NBC with the Jewish Theological Seminary of America; Prod- Doris Ann(NBC), Milton Krentz(Seminary); Dir- Martin Roade. Dramatization of a story by Sholom Aleichem, adapted for television by James Yaffee.

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## OTHER NETWORK CHANGES & ADDITIONS

CBS Pacific Net- The Harry Owens Show (Sat, 7:30-8pm PST) Program vacations for 10 weeks; last live show March 23, replaced by kinescopes of previous programs.

NBC- Glass and You; ON FILM; SPECIAL March 30; Wed, 7-7:30pm EST, one time only, Eastern stations. Sustaining. The story of glass, from the beginning of the world, to the present. Documentary film produced by Paul Hance Productions for Corning Glass Works. Program replaces Norby, one time only. Not seen in NY.

Sunday Schedule Changes, effective April 3: Youth Wants to Know moves to 12:30-1pm EST, was seen 2:30-3pm; Background moves to 4-4:30pm EST, was seen 3-3:30pm; Frontiers of Faith moves to 3-3:30pm, was seen 1:30-2pm. Princeton '55, seen 1-1:30pm, last show March 27; American Inventory, 2-2:30pm, last show March 27; Juvenile Jury, 4-4:30pm, last show March 27. American Forum, no change, is seen 3:30-4pm EST. No NBC net service between 12:15-12:30pm and 1-2:30pm EST.

## NEW NETWORK SPONSORSHIPS

CBS-COLUMBIA, INC thru Ted Bates & Co(NY) will become co-sponsor of Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST) over CBS-TV, effective June 27, sharing sponsorship with Thos. J. Lipton Co., current sponsor.

PROCTER & GAMBLE CO thru Young & Rubicam, Inc(NY) will become alternate week sponsor of The Line-up (Fri, 10-10:30pm EST) over CBS-TV, effective April 1. Current sponsor, Brown & Williamson Tobacco Corp (Viceroy Cigarettes), continues as alternate sponsor.

## LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - N. Y. Herald Tribune Forum; SPECIAL March 26; Sat, 2-3pm EST, one New York time only. Sustaining. Robert Trout handles the commentary for the telecast of a portion of the 9th annual N. Y. Herald Tribune Forum for High Schools at the UN General Assembly Bldg. The final 30 minutes will include a panel discussion on "The Roots of Prejudice."

WRCA-TV(Ch 4) - Channel 4 Spotlight; SPECIAL March 30; Wed, 7-7:30pm EST, one time New York only. Sustaining. Pkgr- WRCA-TV; Prod- Dick Eckler; Dir- Larry Roemer. Norman Brokenshire is m.c. for a variety-program review of WRCA personalities, including Jinx Falkenburg, Herb Sheldon, Richard Willis, Jet MacDonald and Dick Hyman & orch. Program replaces Norby (See Glass and You in "Other Net Changes").

WNBK(Ch 3) - Charity Bowling Tournament; SPECIAL March 27; Sun, 12:30-3:30am EST. Cleveland Sustaining, public service. Annual tournament for the benefit of welfare agencies, during which dignitaries pay \$5 for the privilege of bowling one ball. Also includes match play for bowlers in regular competition.

KRCA-TV(Ch 4) - We Know Everything; SPECIAL March 27; Sun, 7:30-8pm PST. Sustaining. Los Angeles Exec Prod- Lou Costello; Dir- Alan Armer; Writers- Alan Wilson, Cully Richards. Patrick Knowles moderates this one-time panel show in which everything is rehearsed and the panel answers questions sent in by mail. Panel includes Maxie Rosenbloom, Zasu Pitts, Hillary Brooke and Joe Frisco. Program is a one-time replacement for Mr. Peepers, not seen because of "spectacular" this date.





TALENT SHOWSHEET MARCH 28-APRIL 3, 1955  
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Most of the shows on March 25, 26, 27 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 1. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 25  
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|                                   |          |   |
|-----------------------------------|----------|---|
| RED BUTTONS(Phyllis Kirk)NBC 8pm. |          | regulars & Rita Lynn, Allan Walker, Edith King, Milton Frome  |
| MAMA<br>(Peggy Wood)              | CBS_8pm  | <u>The Girl from Minnesota</u> - (O) by Gordon Webber; with regulars & Inger Stevens, Elizabeth Ross, James Lee; Dir by Andrew McCullough, subbing for vacationing Ralph Nelson |
| <u>Secret Files, U.S.A.</u>       | WABD 8pm | <u>Mission Antwerp</u> - (O) by Will Gould; with Teddy Schannk;(SD)   |
| CHANCE OF A LIFETIME              | DuM 10pm | Dino Dante (S)  |

SATURDAY MARCH 26  
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|                                              |           |                                                                            |
|----------------------------------------------|-----------|----------------------------------------------------------------------------|
| TOM CORBETT, SPACE CADET<br>(Frankie Thomas) | NBC 11:30 | (O) by Jack Weinstock & Willie Gilbert; with regulars & Carter Blake; (SD) |
| SWIFT'S SHOW WAGON                           | NBC 7:30  | Larry Storch (C) (FROM DURHAM, N.C.)                                       |

SUNDAY MARCH 27  
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|   |               |   |
|---|---------------|---|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson) | CBS 10am      | <u>The Cure of Ars</u> - (O) by John McGiver; with Hugh Thomas, Zolya Talma, Berne Bassey, Henry Lascoe; (SD)   |
| CAMERA THREE<br>(James Macandrew)       | WCBS 11:30    | <u>The Forty-Niners</u> - with Royal Dano, Gerald Sarracini, Lois Nettleton, Ed McCurdy, (S&M), Michael Kane (1st of 2 parts)   |
| FRONTIERS OF FAITH                      | NBC 1:30      | <u>The Biggest Yes in the World</u> - (O) by Allan Sloane; with Vera Allen, Sydney Smith, Elizabeth Lawrence, Barry Kent;(SD)   |
| AMERICAN INVENTORY                      | NBC 2pm       | <u>Test Case</u> - (O) by George Iefferts; with Jacob Ben-Ami, Ian Martin, Anna Berger, Herbert Nelson, Roger de Koven, Theo Goetz, Joseph Sweeney, Betty Wragge, Edith Ivey, Tom Carlin, Jason Johnson, Tom Gorman, William Lally, Bradford Dillman, Jane Murray; (SD, LAST SHOW OF SEASON EXCEPT FOR MAY 22)  |
| ADVENTURE                               | CBS 3:30      | (O) by John Toohey  |
| HALLMARK HALL OF FAME                   | NBC 5pm       | <u>The Finest Gift</u> - (O) by Robert & Eileen Mason Pollock; with Tod Andrews, others to be announced; (SD, FROM HOLLYWOOD)   |
| OMNIBUS<br>(Alistair Cooke)             | CBS 5pm       | <u>The Confederate States of America</u> with tableaux, photographs & writing of the period - (O) by Arnold Sundgaard; Al Stieglitz (baseball); Film on Independent Men - story of Tom Kruse, Australian mailman  |
| SPECTACULAR                             | NBC 7:30      | Revised credits: Fred Allen (C, as MC), Dinah Shore (S), Judy Holliday, Cesar Romero, Leontyne Price (S), Josh Wheeler (S), Bob Hope (C), Ralph Edwards, Adolph Zukor, Helen Hayes, Buddy Hackett (C), Pat Carroll (C), Tom Helmore, Earl Barton (D), John Derek, Charlton Heston, film clips from <u>Run for Cover</u> , <u>7 Little Foys</u> , <u>The Far Horizon</u> (FROM N.Y. & H <sup>T</sup> WOOD) |
| <u>General Electric Theatre</u>         | CBS 9pm       | <u>Clown</u> - (O) by Emmett Kelly & F. Beverly Kelley; (A) by Mel Goldberg, Richard Collins; with Henry Fonda, Dorothy Malone, James Flavin, Barry Kelley, James McCallion, Gus Schilling, Billy Barty, Sid Tomack, Herbert Weber, George Givot, Cheryl Callaway, Kim Charney; (SD) by James Neilsen   |
| STORK CLUB<br>(Sherman Billingsley)     | ABC 9:15      | Ted Straeter (S&M), Ella Logan (S), Edith Adams (S), Elaine Dunn (D), Pat Rooney (D), Peter Lorre, Peter Donald, Eloise McElhone  |
| IGOR CASSINI                            | WRCA-TV 11:20 | Frances Langford (S), Sammy Kaye (M), Nicky Quattrocicci, John Ringling North, Renato Rossini, Jolie Gabor  |

1. The purpose of this document is to provide a comprehensive overview of the current status of the project and to identify the key areas that require further attention. The information presented herein is based on the most recent data available and is intended to serve as a guide for decision-making.

2. The project has made significant progress since the last report, with several key milestones being achieved. However, there are still a number of challenges that must be addressed in order to ensure the successful completion of the project. The following table provides a summary of the current status of the project and identifies the key areas that require further attention.

3. The project is currently in the planning phase, and the following table provides a summary of the current status of the project and identifies the key areas that require further attention. The information presented herein is based on the most recent data available and is intended to serve as a guide for decision-making.

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MONDAY MARCH 28  
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|                                            |               |                                                                                                                                                                                                                 |
|--------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Superman</u>                            | WRCA-TV 6pm   | <u>Treasure of the Incas</u> -with regulars & Jack Larson;(SW & SD)                                                                                                                                             |
| <u>Sherlock Holmes</u><br>(Ronald Howard)  | WRCA-TV 7pm   | <u>The Case of the Night Train Riddle</u> - (O) by Lou Morheim; with regulars & Roberta Haynes, Sonny Doran, Richard Watson, Duncan Elliott, Colin Drake, Tony Wright, George Gale, Jr., Billy Beck; (SD)       |
| <u>TV Reader's Digest</u><br>(Hugh Reilly) | ABC 8pm       | <u>The Manufactured Clue</u> - (O) by Alan Hynd, (A) by Rik Vollaerts with Chuck Connors, Paul Stewart, Douglas Spencer; Dir by Gilbert L. Kay                                                                  |
| VOICE OF FIRESTONE                         | ABC 8:30      | Mimi Benzell, James Hawthorne (both S)                                                                                                                                                                          |
| ARTHUR GODFREY'S<br>TALENT SCOUTS          | CBS 8:30      | Gene LaMarca (M), the Four Escorts (S), Rita Schier (S)                                                                                                                                                         |
| <u>Medic</u><br>(Richard Boone)            | NBC 9pm       | <u>All My Mothers, All My Fathers</u> - with Joann Banks, Madame Sulte-Wan; Dir by John Meredyth Lucas                                                                                                          |
| <u>December Bride</u>                      | CBS 9:30      | <u>Matt Cooks</u> - with regulars; (SW & SD)                                                                                                                                                                    |
| ROBERT MONTGOMERY<br>PRESENTS              | NBC 9:30      | <u>The Iron Cobweb</u> - (O) by Ursula Curtiss, (A) by Doria Folliott with Geraldine Fitzgerald, Hugh Reilly, Polly Rowles, Mildred Baker, David Lewis, Betty Low, Larry Biggio, Judy Sanford;(SD)              |
| STUDIO ONE                                 | CBS 10pm      | <u>Dominique</u> - (O) by Daniel Hollywood, A; Ernest Kinoy; with Ralph Meeker, Marisa Pavan, Phyllis Hill, Norman Feld, Betty Sinclair, Peter Turgeon, John McIver, Stanley Greene; (SD) by Franklin Schaffner |
| <u>Big Town</u> ,<br>(Mark Stevens)        | WRCA-TV 10:30 | regulars & Tol Avery, Ross Elliott, Morris Ankrum, Charlotte Knight, Robert Foulk, Henry Slate, Louise Lewis, Gwen Bingham                                                                                      |

TUESDAY MARCH 29  
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|   |          |   |
|---|----------|---|
| <u>Cavalcade of America</u>               | ABC 7:30 | <u>The Ship That Shook the World</u> - with Alex Gerry, Carl Benton Reid, Robert Warwick, Lumsden Hare, Carleton Young, Richard Hale, Willa Pearl Curtis; (SD); (O) by Robert Stevenson   |
| CIRCUS                                    | NBC 8pm  | The Ringling Bros. Barnum & Bailey Circus from Madison Sq Gdn   |
| <u>Life With Father</u><br>(Leon Ames)    | CBS 8pm  | <u>Father &amp; Young Love</u> - (O) by William Roberts; with regulars & Eilene Janssen, Patty Gerrity; (SD)  |
| <u>Studio 57</u>                          | DuM 8:30 | <u>Call from Robert Jest</u> - (O) by Marc Brandel, (A) by Lawrence Kimble; with Carolyn Jones, Robert Horton, Donald Murphy, Addison Richards; (SD)  |
| <u>Danny Thomas</u><br>(Jean Hagen)       | ABC 9pm  | <u>Newspaperman Show</u> - (O) by Mac Benoff; with regulars & Hans Conried; (SD)  |
| <u>Fireside Theater</u><br>(Gene Raymond) | NBC 9pm  | <u>It's Easy to Get Ahead</u> - (O) by Philip Clark, (A) by David Victor & Herbert Little, Jr.; with George Brent, Gene Raymond, Marilyn Erskine, Irene Hervey, Howard Wendell, Richard Gaines, Elaine Haslett, Sharyn Moffett; (SD)                        |
| NEW RED SKELTON                           | CBS 9:30 | Margaret Whiting (S) (FROM HOLLYWOOD)   |
| MARCH OF MEDICINE                         | NBC 9:30 | pre-empts <u>Armstrong's</u> this date  |
| UNITED STATES STEEL<br>HOUR               | ABC 9:30 | <u>Scandal at Peppernut</u> - (O) by Kate & Howard Phillips (from Teacher), (A) by Kay Arthur; with Terry Moore, Charles Korvin, Ruth Gates, Jack Mullaney, Barbara Robbins, Aina Niemala, Helen Shields, Theodore Bikel, Guy Raymond, Joseph Leberman;(SD) |
| DANGER                                    | CBS 10pm | <u>Season for Murder</u> - (O) by Philip Goodman & Sandy Sax; with Carroll Baker, Bill Lundmark, James Reese, Jack Ward, T.V. Abearne; Gene DeSantis; (SD) by Tom Donovan   |

WEDNESDAY MARCH 30  
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|                         |             |                                                                                                                                                                                                   |
|-------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u> | WRCA-TV 6pm | <u>Sundown Valley</u> - with regulars & Dorothy Patrick; (SW & SD)                                                                                                                                |
| CHANNEL 4 SPOTLIGHT     | WRCA-TV 7pm | Norman Brokenshire, MC; Jinx Falkenburg, Herb Sheldon, Richard Willis, Jet MacDonald, Dick Hyman & Orch. Prod by Dick Eckler; Dir by Larry Roemer (THIS TIME ONLY) <u>TALENT SHOWSHEET</u> (more) |

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The Vagabonds (S&M), The Dunhills (D)

Pecan vs. Pistachio - (O) by Wanda Tuchock; with regulars & Lois Austin, Tris Coffin; (SD) by Charles Barton

regulars & Irving Bacon, John Smith: (SW & SD)

The Story of Ken Fowler - with Whitfield Connor, Sallie Brophy

Fritz Reiner conducts (FROM CHICAGO)

The Southwest Corner - (O) by John Cecil Holm; with Eva Le-Gallienne, Enid Markey, Parker Fennelly, Jean Gillespie, Ray Boyle, Frank Tweddell, Frieda Altman: (SD)

Thelma Ritter & Conrad Nagel MC from NY; Bob Hope MC's from H'wood; Songs by Danny Thomas, Johnny Desmond, Tony Martin, Rosemary Clooney, Dean Martin (PRE-EMPTS FAIRBANKS)

Eddie Cantor                      WABC-TV 10:30 Jean Parker, George Givot, Adele Jergens; (SW&SD)

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Fontane Sisters

The Idol - (O) by Prosper Merimee, (A) by Sam Twining; with Paul Campbell, Tonio Selwart, George Gonneau, Judith Tutaeff, Pat Crean: (SD)

regulars & John Sutton; (SW & SD)

The Case of the Black Sheep - (O) by Robert Sloane; with Christopher Dark, Carolyn Jones, John Doucette, Parley Baer, Robert S. Carson

The Fearful Hour - (O) by Newton Meltzer; with Mary Astor & others to be announced; (SD) by Dan Petrie

Champion - (O) by Ring Lardner, (A) by Rod Serling; with Rory Calhoun, Geraldine Brooks, Ray Collins, Wallace Ford, Tommy Cook, Wally Brown, Lewis Charles, Peggy Maley; (SD) by A. Reisner

Death of a Stranger (from Lithuania) - (O) by Rupert Brooke,  
(A)-(SW); with Joanne Woodward, Maureen Stapleton, Vaughn Tay-  
lor, Wesley Lau, Don Hammer, Russell Hardie; (SD) by Alan Ander-  
son

The Forger - (O) by Edward Hyams (from BBC radio play), (A) by Dale Wasserman; with Leora Dana, Kurt Kasznar, Jacques Aubuchon, Bruce Gordon, Cavada Humphrey, Barbara Nichols, Ward Costello, Grant Richards, Gage Clarke, Woodrow Parfrey, Will West, Oliver Wakefield: Prod & (SD) by George Roy Hill

Hanrahan - (O) by Hobart Donovan, (A) by Edward Hope & Stanley Adams; with Cecil Kellaway, Arthur Franz, Elsa Lanchester, Kathryn Grant, Richard Deacon, James Todd, Arthur Millan; (SD)

Girl on the Bridge - (O) by Thomas W. Phipps; with Dick Powell, Coleen Gray, Alexander Campbell, Larry Dobkin, Hugh Sanders, Katharine Warren, Celia Lovsky, Bobbie Johnson; (SD) by Roy Kellino

Time to Kill - (O) by Jerry D. Lewis; with Whit Bissell, Louise Lewis, Dorothy Patrick, David Saber, Virginia Christine, Carol Nugent, Harry Strang, Art Gilmore; (SD)

My Name is Julia Ross - (O) by Anthony Gilbert(book), screenplay  
by Muriel Roy Bolton; TV (A) by Sanford Barnett; with Fay  
Bainter & others to be announced; (SD) by Buzz Kulik(H'WOOD)

**THE UNIVERSITY OF CHICAGO**

The Guilty One - (O) by Douglas Heyes & Paul Garrison; with  
regulars & John Dierkes, Robert Knapp, Kenneth MacDonald; (SD)

Trina & the Silver Screen - (O) by Palmer Thompson; with regulars & Alice Frost, Carl Frank, Patty McCormack, Alexander.

Clark; Dir by Lloyd Gross TALENT SHOWSHEET (more)





FRIDAY APRIL 1(Cont'd)

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Topper CBS 8:30

Topper's Double Life - with regulars; (SW & SD)

Ray Bolger ABC 8:30  
(Marjie Millar)

Ray's Mother & Father - with regulars & Lois Collier, Will Wright, Hal Peary; (SW & SD)

THE BIG STORY NBC 9pm  
(Norman Rose)

Jack Hardin, Huntington, W. Va. Advertiser - (O) by Paul Monash; with Charles Aidman, James Millhollin, Mildred Clinton, Royal Beal & 3 others to be announced; (SD)

Schlitz Playhouse CBS 9pm

Tourists-Overnite - (O) by Marjorie Carleton, (A) by George Bruce; with Barbara Hale, Norma Varden, Frances Bavier, Donald Murphy, Mortimer Mills, Frank Ferguson, Percy Helton; (SD) by Robert Florey

Inner Sanctum WOR-TV 9:30

The Hands - (O) by Louis Vittes; with William Prince, Kim Stanley, Leif Erickson, Stanley Tackmey; (SD)

The Vise ABC 9:30

Fame and the Fury - with Pat Holt, Sandra Dorne, David Horne

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 25 THRU FRIDAY APRIL 1

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TODAY NBC 7am  
(Dave Garroway)

M - Helen Hayes presenting Tony Award (on film); Tu - Advance view of Circus, pickup from Madison Sq. Gdn.; W - Academy Award nominees (on film); Thu - Academy Award winners (on film); George Jessel (C)

MORNING SHOW CBS 7am

Thu - Hermione Gingold (C); F - Burl Ives (S)

GEORGE SKINNER WCBS-TV 9am

M thru F - regulars & Maureen McNally (S), Zippy the Chimp

GARRY MOORE CBS 10am

M - Roy Benson (C); Thu - Jim Jefferies (C); F - Gaudschmidt Brothers (dogs), Bob Lewis (C)

HOME NBC 11am

Tu - Preview of Circus; Thu - Regina Resnik (S)

NORMAN BROKENSHIRE WRCA-TV 1:05

M thru F - Harry Snow (S) replaces Bill Hayes as regular

TED STEELE WOR-TV 3pm

M thru F - regulars & Roger Coleman, Peter Hanley (S)

WORLD OF MR. NBC 4:30  
SWEENEY(Charlie Ruggles)

regulars &: M - Susan Strong, Bob O'Connell; Tu - Nell Harrison, Claire Edmunds, Charles Egelston; W - Mimi Strongen, Edwin Bruce, Joe Locke; Thu & Fri - to be announced; (SW & SD)

MODERN ROMANCES NBC 4:45  
(Martha Scott)

M thru F - The Doubt - (O) by Jesse Sandler; with Lenka Peterson, Dennis Patrick, Frank Behrens, Ed Bryce; (SD) by Tom Reynolds

MAGIC COTTAGE WABD 6pm

M thru F - John Kane, Wallace Acton; (SW & SD)

TONIGHT NBC 11:30pm  
(Steve Allen)

M - Leontyne Price (S), Kid Gavilan (boxer), Panel discussion of Henry Pleasant's book The Agony of Modern Music by Pleasants & Aaron Copland (composer); Tu - Earl Hines (M), June Valli (S); W - Ben Belafonte (rhyming inventor); Thu - Mack Gordon (song writer), George Jessel (C); F - Coleman Hawkins (M), Karen Chandler (S), Henry Morgan (C)

SATURDAY APRIL 2

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Captain Midnight CBS 11:30  
(Richard Webb)

Operation Failure - (O) by Malcolm Stuart Boylan; with regulars & John Mylong; (SD)

Buffalo Bill, Jr. WCBS-TV 5pm

Fight for Geronimo - with regulars; (SD)

Man Behind the Badge WCBS 6:30  
(Charles Bickford)

The Case of the Wholesale Burglaries - (O) by Alvin Boretz; with Don Haggerty, Strother Martin, Claude Akins; Dir by Harold Daniels

The Range Rider WRCA-TV 6:30  
(Jack Mahoney)

The Grand Fleece - (O) by Sherman Lowe; with regulars & Steve Clark, Wanda McKay, Jonathan Hale, Richard Powers, Riley Hill, Fred Graham, Al Wyatt, Harry Harvey; (SD)

Rheingold Theatre WRCA-TV 7pm  
Presents Henry Fonda

A Matter of Courage - (O) by Lou Rusoff; with Keefe Brasselle, Marianne Stewart, Robert Cornthwaite, Jan Arvan, Felipe Turich, Edward Colmans; (SD) by Roy Kellino

TEXACO STAR THEATRE NBC 9:30  
STARRING JIMMY DURANTE

Peter Lawford (FROM HOLLYWOOD)

THE UNITED STATES OF AMERICA  
DEPARTMENT OF JUSTICE

IN SENATE  
COMMITTEE ON THE JUDICIARY  
SUBCOMMITTEE ON CONSTITUTIONAL RIGHTS

HEARINGS  
ON THE  
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE  
AND  
THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF WHITE PEOPLE

IN TESTIMONY WHEREOF, I have hereunto set my hand and the seal of the Department of Justice at Washington, D.C., this 1st day of May, 1954.

JOHN EDGAR HOOVER  
Director

THE HONORABLE CLAYTON K. LADD  
Chairman

THE HONORABLE JAMES M. CLARK  
Rankin

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SATURDAY APRIL 2(Cont'd)  
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ALL IN FUN CBS 10:30

Fontane Sisters (S), Charlie Applewhite (S), Al Fisher & Lou Marks (C), Jim Jefferies (C), the Step Brothers (D) (1st of 2 shows)

SUNDAY APRIL 3  
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The Search CBS 4:30

Juvenile Delinquency - (O) by Al Wasserman

HALLMARK HALL OF FAME NBC 5pm

Ethan Allen & His Green Mountain Boys - (O) by George Bruce; with William Bishop & others to be announced; (SD, H'WOOD)

OMNIBUS CBS 5pm  
 (Alistair Cooke)

The Iliad - (O) by Homer, (A) by Andrew K. Lewis; with cast to be announced; (SD)

MR. PEEPERS NBC 7:30

regulars only; (SW & SD)

OPERA CAMEOS DuM 7:30  
 (Giovanni Martinelli)

2nd part of La Traviata - excerpts from opera by Verdi; with Berverly Sills, Ettore Bastianini, Paul Knowles (all S)

JACK BENNY CBS 7:30

Groucho Marx (C)

Pepsi-Cola Playhouse ABC 7:30

Passage Home - (O) by Allen V. Elston, (A) by George Bruce & John McGreevey; with Brian Keith, Jean Howell; (SD) by Herschel Daugherty

TOAST OF THE TOWN CBS 8pm

Fred Astaire (D), Will Mastin Trio with Sammy Davis, Jr. (S), Julius LaRosa (S), Dorothy Dandridge (S), Jackie Miles (C), Joan Rhodes (amazon)

COLGATE COMEDY HOUR NBC 8pm

Phil Harris (M&S), Tennessee Ernie Ford (S), Kitty Kallen (S) Dave Brubeck & his Jazz Combo (FROM HOLLYWOOD)

PHILCO TELEVISION NBC 9pm  
 PLAYHOUSE

Watch Me Die - (O) by F. W. Durkee, Jr.; with John Baragrey, Claire Kirby, Julie Follansbee, Arthur Storch, Katherine Green, Arthur Marlowe, Bruce Kirby; (SD) by Arthur Penn

General Electric Theatre CBS 9pm

It Gives Me Great Pleasure - (O) by Emily Kimbrough, (A) by Harold Kennedy; with Myrna Loy, Zachary Scott, Robert Preston Harold Kennedy, Lois Bolton, Charles Boaz, Jeffrey Elliot, Kenneth Kakos; Dir by Ralph Nelson; Prod by Carol Irwin (pilot for proposed series)

STORK CLUB ABC 9:15

Lisa Kirk (S), Jill Corey (S), others to be announced

Loretta Young NBC 10pm

Let Columbus Discover You - (O) by Richard Morris, who also is Dir.; with Craig Stevens, Mabel Albertson, Fay Baker, Elsie Holmes

APPOINTMENT WITH CBS 10pm  
 ADVENTURE

Minus Three Thousand - (O) by Newton Meltzer; with Louis Jourdan, Claude Dauphin, Mala Powers, Luis Van Rooten, Harold Stone, Gerald Price; (SD) by Robert Stevens (PREMIERE)

Bob Cummings NBC 10:30  
 (Rosemary DeCamp)

Dr. Jekyll and Mr. Cummings - with regulars & Diane Jergens, Gloria Marshall, Bobbie Jellison, Lillian Bronson; (SD)

NEW YORK TALENT AVAILABILITIES  
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MILDRED DUNNOCK - in Cat on a Hot Tin Roof -  
 AGT: Peter Witt, PL 9-7966

KARL MALDEN - star of Desperate Hours, Academy Award nominee for On the Waterfront - PRESS: Byram-Perlman, CI 5-9125

HARRY CLARK - Sgt. of No Time for Sergeants -  
 AGT: George Baxt, OX 5-2364

GLORIA LANE - featured singer in The Saint of Bleeker St. - PRESS: Bill Doll, WI 7-2386

OSCAR HOMOLKA - star of The Master Builder -  
 AGT: Lee-Draper, JU 6-4180

MARY FICKETT - new lead of Tea and Sympathy -  
 PRESS: William Fields, PL 7-6938

ETTORE BASTIANINI - star of Met & Opera Cameos -  
 Mgt: Columbia Artists, CI 7-6900

DON COSSACK CHORUS - in concert Sun. (3/27) at Carnegie Hall - AGT: Kenneth Allen, CI 7-4737

KURT KASZNAR - star of this week's Pond's Theatre - AGT: Baum-Newborn, MU 8-1380

JEANETTE MacDONALD - signed for Roberta on Colgate Comedy Hour - PRESS: Constance Hope, PL 7-0515

MERRIMAN SMITH - author of Meet Mr. Eisenhower, available after April 18 - Contact: Publicity Dept., Harpers, MU 3-1900

MARGARET HAYES - AGT: Lucile Phillips, CI 7-3263  
 TALENT AVAILABILITIES

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# Ross Reports ON TELEVISION

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MARCH 30, 1955

MAR 30 1955

## THE TELEVISION INDEX

VOLUME 7

NUMBER 13 A

NBC GENERAL LIBRARY

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

The General Electric Co will sponsor a new series of one hour live dramas over CBS-TV on alternate Wednesdays, 10-11pm, beginning in June. The ad agency handling the spot is Young & Rubicam, Inc. It has been an open secret for several weeks that CBS has been looking for a prestige alternate week sponsor to go along with GE on the new time period, opened up when Pabst decided to move its Blue Ribbon Bouts to ABC-TV as of June 1. The GE sponsorship may start either June 1 or 8. Interesting side-light is that the once-every-fourth-week program in this time during this season has been Westinghouse's Best of Broadway series.....Last Best of Broadway of the series, coming up May 4, will be "Broadway," adapted by Philip Dunning from the original written by Dunning and George Abbott. Franklin Schaffner will direct, but no leads are set yet.....Producer's Showcase has "The Petrified Forest" on its future schedule, with two possible stars, depending on the date presented. If slotted for May 2, Henry Fonda would play "Alan Squier," the late Leslie Howard's starring role. If it goes into the May 30 spot, Humphrey Bogart and Lauren Bacall would co-star, with Bogart re-creating his role of "Duke Mantee," and his wife playing "Gabbe Maple." No matter the date, the script is an adaptation by Tad Mosel of Robert E. Sherwood's play and it would be directed by Del Mann.

Eastman Kodak's new program spot over NBC-TV, Wednesdays, 8-8:30pm, starting April 13, will be filled for a minimum of 21 weeks with re-runs of current season Ford Theatre and Fireside Theatre, both from Screen Gems, with the latter package grouped under the title, "Top Plays of 1955." The title of the Kodak series will be Kodak Request Performance, to be seen over 84 stations. Starting sometime in the fall, probably in September, Kodak will present a new TV series on film in this time spot. I Married Joan has filled the Wednesday spot for GE since Oct 15, 1952, going off after its April 6 showing. Joan Davis, star of the series, has announced that she's leaving television for a long rest.....Martin Leeds, v.p. of Desilu Productions, Inc., gave ad agencies in New York their first look at Desilu's two latest pilots yesterday (29): Those Whiting Girls, starring Margaret and Barbara Whiting, and Just Off Broadway (originally titled Girls in Greasepaint), starring Rosemarie and Peggy Ryan and Ray MacDonald. Both pilots went before the camera during the first week of this month.....McCadden Corp's pilot for Ashley-Steiner's package, How Now, Brown, starring Keenan Wynn, is in pre-production rehearsals. Bill Manhoff and Dick Steenberg are co-producing from a script by Manhoff based on an idea by Don Quinn.....Buff Cobb opens offices for her Judge Priest series tomorrow (31) at 340 E 57th St., New York. No phone number set.

- Page 1 -

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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• *Chlorophyll a* (Chl *a*) is the primary photosynthetic pigment in all photosynthetic organisms. It is a green pigment that absorbs light energy in the blue and red regions of the visible spectrum. Chl *a* is the most abundant pigment in the chloroplasts of green plants and algae.

• 1993



Roy Rogers' World Championship Rodeo will be seen in a TV version over NBC-TV sponsored by General Foods thru Benton & Bowles on June 21, Tuesday, 8-9pm. B&B will produce the show in conjunction with the Rodeo, an arrangement similar to the one used last night for GF's sponsorship of a "dress rehearsal" of Ringling Bros and Barnum & Bailey Circus in the same time spot. The TV show will star Roy Rogers, Dale Evans, Pat Brady, Nellybelle, Trigger, Trigger Jr., Sons of the Pioneers and Roy Rogers' Liberty Horses. It will originate at the Coliseum in San Antonio. Also on the bill are 300 cowboys in the championship troupe, with over 500 head of cattle supplied by Everett Colburn of Dublin, Texas.....With the Berle-Ray series winding up for the season, probably on June 14 in the Tuesday, 8-9pm spot, and Roy Rogers in for June 21, NBC's replacement shows will probably start June 28. Associated Products for its 5 Day Deodorant Pads thru Grey Advertising has bought the 8:30-9pm time for the summer, and Hazel Bishop thru Raymond Spector may pick up the 8-8:30pm opening. No programs have been named for either half hour.

Pantomime Quiz rises again, coming in as the summer replacement for Mama for eight weeks, starting July 8, Friday, over CBS-TV, 8-8:30pm, repeating its chore of the past two summers. The phoenix-like perennial has been on and off the air regularly since it first debuted in 1947 in LA as a local show. Producer Mike Stokey will again handle the m.c. charade chore.....Ethel and Albert, last seen over NBC as a regular weekly series, returns as a summer replacement for December Bride, over CBS on Mondays, 9:30-10pm, effective June 20 for 15 weeks. Peg Lynch, writer of the series, again stars as Ethel, with Alan Bunce as Albert. Walter Hart will produce and direct and will also handle casting with Peg Lynch. Hart was director of the show when it was on NBC. Miss Lynch is going to the coast to film plugs for her show to be inserted in the next-to-last and last December Bride films before the series goes off for the summer.....Reah Productions' I Spy, starring Raymond Massey, slated to go into production this week at Parsonnet studios in Long Island City after one delay has had to be put off again. Tentative shooting is now scheduled for next week if production delay can be cleared up.

McCadden will start production on the pilot for Miss Pepperdine, Marie Wilson's series for CBS, on April 4. Paul Smith will have a featured role..... Amanda Blake has been signed for the feminine lead in Gunsmoke, CBS' Western being produced by Charles Marquis Warren.....Desilu will put Lineup back into production some time after June 1. Jaime del Valle is producer of the CBS series.....Screen Gems' Celebrity Theatre, previously reported to have half its films in the can or on the way, is now reported to be in the works on scripts, with exec producer William Sackheim and co-producer David Stephenson working on futures for the series. Screen Gems' story editor, Harry Fried, has joined his former boss, Michel Kraike, at TCF Television Productions, the 20th Century-Fox subsid, with no replacement named yet at Screen Gems.....TCF's first telefilm project will probably be My Friend Flicka, produced as a feature by 20th Century in 1943, based on the novel by Mary O'Hara. Another 20th project is a one-hour film series, probably an anthology involving various stories from its property file. This would have to be for fall showing, although a coast trade source recently tabbed it for the summer, an almost obvious impossibility considering the need for setting up story lines and pre-production schedules, even if it were an anthology series.....The recent Warner Brothers-ABC tie-up for the fall for a one-hour series has cued a flock of items concerning every other studio producing a similar show -- 45 minutes of entertainment, 6 minutes for the actual sponsor, 6 minutes of movie scenes from the program maker's future product and 3 minutes of plugs for the maker's current movies. It doesn't make sense from an ad agency-sponsor viewpoint; paying for an expensive program and then permitting so much hitchhiker plugging.....CBS is reported to be still in negotiation for a new Roy Rogers Enterprises series, Cochise, King of American Indians. A pilot has been filmed in color and actual production would probably be handled by Art Rush, who made the pilot for Rogers.





The \$64,000 Question, the up-dated version of the former Take It or Leave It radio program which featured a \$64 dollar question as the top prize, will replace Danger over CBS, Tuesdays, 10-10:30pm, effective June 7, with Revlon Products Corp as sponsor thru William H. Weintraub & Co., Inc. Revlon is currently alternate week sponsor of Danger. Louis G. Cowan, Inc., is packager and producer of the new program, with Steven H. Carlin as exec producer.....Ethel Merman and Red Skelton star in another edition of "Show Stoppers," on Shower of Stars over CBS on Thursday, April 14, presenting songs, dances and sketches that have sparkled through the years in famous Broadway shows. Peter Lind Hayes and Mary Healy and Harold Lang are featured. Jule Styne will again be producer, with Nat Perrin in charge for CBS.....Jackie Gleason is in rehearsal for the pilot of his Cafe Mardi Gras, to be filmed in black and white on April 13 at CBS studio 72 in New York. Gleason is producer-director for the one-hour musical-variety show, presented in a night club setting. June Taylor is handling the dances which will have a crew of 24 girls, 12 boys and 12 show girls. The four acts featured in the pilot will include Sammy Davis, Jr., Hildegard, the comedy team of Marshall and Farrell and the Seven Ashtons acro group. Paul Whiteman is fronting the studio orch.

Upcoming scripts on NBC's Modern Romances, Monday thru Friday drama, includes: April 4, "Nothing Like a Good Cup of Coffee," an original comedy by Joseph Cochran, with Vaughn Taylor, Grace Carney, House Jameson and others; April 11, "Attorney for the Defense," an original by Michael Morris, a detective story involving a criminal lawyer who works to clear a girl; not cast as yet; April 18, "The Sixth Sense," an original by Harry W. Junkin.

The NCAA collegiate football telecasts return to NBC for the 1955 fall season, after a one-year lapse during which they were on the ABC net. The series will include seven Saturday afternoon nationwide telecasts and one on Thanksgiving Day.....WAAM(Balt) has extended Key to the Ages, its weekly cultural program on the arts carried over ABC, for five additional weeks past its original finale, to May 22.....Benton & Bowles, Inc., will replace Dancer-Fitzgerald-Sample, Inc., as producing agency for Welcome Travelers on May 9. The CBS Chicago-based show will move to a new city, probably New York, with a new m.c. slated to replace Tommy Bartlett. The new host will probably be some one known as an entertainer to work into a format change.

AGENCIES AND ACCOUNTS: Parker Pen Co is leaving J. Walter Thompson Co after July 1, with the probability that the new agency will be a Chicago organization.....Earle Ludgin & Co., Chicago, has been named as agency for Avco Corp's Crosley & Bendix home appliances division, succeeding Benton & Bowles, Inc.

PEOPLE GOING PLACES: Gilbert A. Ralston has joined CBS Television as an executive producer in New York. His latest post in his over five-year history as a telefilm producer was as exec producer of Captain Gallant of the Foreign Legion, currently on NBC for H. J. Heinz Co.....Paul Dixon has resigned as m.c. of his Du Mont net program to return to Cincinnati, his home town. His program goes off after April 8. ....NBC's 10-year exclusive services contract with Mark VII, Ltd., and Jack Webb and a similar agreement with Sherry TV, Inc., for Dragnet, ties the star and all his future properties on television and radio to NBC.....NBC also signed British singer-comedienne Jeannie Carson to an exclusive radio and TV contract for one year, a guarantee of her appearances on next season's spectacles.....Robert L. Coe upped to director of station relations for the Du Mont net.....Nat Debin, formerly with Liebling-Wood, has opened his own office as an artist rep, at 315 W 57th St., New York. CO 5-0127. Rita Glazer, formerly with L-W and MCA, is working in association with Debin.....John Rust, co-packager of Justice, is now at John Rust Productions, Inc., 527 Lexington Ave., New York. PL 5-5136.....Norman S. Livingston has been appointed exec v.p. of Telenews Film Corp., film production subsidiary of Telenews Productions, Inc.





# Ross Reports ON TELEVISION

APRIL 4-10, 1955

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NUMBER 14

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## THE TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(4)

NBC- 3-3:30pm EST, Mon thru Fri; DEBUT; The Ted Mack Matinee; from WRCA-TV(NY), to the net. Sustaining, open for participations. Pkgr- Reemack Enterprises, Inc(NY); Prod- Louis Graham; Dir & Casting- Lloyd Marx; Asst Cast- Robert Oakley; Asst Dir- J. Robert Blum; Editorial Dir- Wanda Ellis; Conductor- Charles Magnate. Musical variety program, including a showcase for undiscovered professional talent, interviews, special features. The show will also include individual presentations of talented amateurs. Ted Mack is m.c., with vocalists Dick Lee and Elise Rhodes as regulars, and the Honeydreamers vocal group. The program replaces The Greatest Gift, 3-3:15pm, Mon thru Fri, which moves to 3:30-3:45pm, effective April 4; and Golden Windows, 3:15-3:30pm, goes off, last show April 1. In its new spot, Greatest Gift replaces One Man's Family; last show for the latter, April 1.

#### Friday(8)

ABC- 5:30-6pm EST; SPECIAL; The Shroud of Turin, LIVE & FILM; from WBKB(Chi), to the net. Sustaining. Special Good Friday program, featuring Father Francis L. Filas, S. J., of Loyola University, Chicago, discussing authenticity of a reputed relic of the crucifixion of Christ, allegedly the cloth in which Christ was buried. The program was presented over ABC-TV last year also.

#### Saturday(9)

ABC- 10-10:30pm EST; SPECIAL; A Time to Remember, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr- Film produced for the British Travel Assn. Documentary of a tour made by Danny Kaye thru the British Isles, including his interview with the late George Bernard Shaw and Kaye's first appearance at the London Palladium; all presented as a flashback from the present. (WABC-TV(NY) will present the film at 11-11:30am EST).

CBS- 8:30-9am EST; SPECIAL; Hickory, Dickory, Dock; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); production info not available at press time. Show for kindergarten and nursery school-age children, presented by Eleanor Vekassy, teacher at P. S. 9 in Queens, with some of her pupils. Program will be presented one time only.





Sunday(10)

ABC- 11am-12noon EST; SPECIAL; Easter Services; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC Public Affairs. Easter services from the Church of the Ascension (Protestant Episcopal), Fifth Ave & 10th St., New York. The Rev. James William Kennedy, pastor of the church, will officiate, assisted by the Rev. Leonard F. Thornton, Jr. The church choirs, including a junior choir, will participate.

ABC- 6:30-7pm EST; SPECIAL; Kuklapolitan Easter Show; from WBKB(Chi), 39 stations live. Sponsor- Gordon Baking Co (Silvercup Bread) thru D'Arcy Advertising Co., Inc(NY) for 4 stations only; remainder co-op. Pkgr- Burr Tillstrom; Prod- Beulah Zachary; Dir- Lewis Gomavitz; Music Dir- Rex Maupin; Special Music Composed by- Jack Fascinato; Sets- Franklin Oakley from Tillstrom designs. Special Easter show, starring Burr Tillstrom, Fran Allison and some of the Kuklapolitans of Kukla, Fran & Ollie, in a tour of a mythical candy plant that makes Easter eggs.

CBS- 9-9:30am, 9:30-10am, 11am-12noon EST; SPECIAL; Easter Services; from WCBS-TV(NY), 9-9:30am; from WMAR-TV(Balt), 9:30-10am; from WTOP-TV(Wash), 11am-12noon, to the net. Sustaining. Pkgr- CBS-TV; CBS Superv- George Crothers. Telecasts of religious services from the Chapel of Fordham University in New York, with a Mass presented especially for television; then "America Goes to Church," from Saters Baptist Church in Baltimore; followed an hour later by the service at the National Cathedral (Episcopal) in Washington, with the sermon by the Rt. Rev. Angus Dun, Episcopal Bishop of Washington, and the Mass celebrated by the Very Rev. Francis P. Sayre, Jr., Dean of the Cathedral.

NBC- 11am-12noon EST; SPECIAL; Easter Mass; from WLW-T(Cinn), to the net. Sustaining. Pkgr- Crosley Broadcasting Corp; Exec Prod- Peter Katz; Prod & Dir- Lee Hornbeck; Coordinator- The Rev. Richard McCarthy. The Rev. Earl Whalen narrates for television viewers an Easter Mass from St. Monica's Cathedral in Cincinnati, with Archbishop Karl J. Alter of the Roman Catholic Archdiocese of Cincinnati presiding, including a choir of 500 voices, half of them seminarians.

NBC- 12:30-1pm EST; SPECIAL; New York Easter Parade; from WRCA-TV(NY), no. of stations indefinite. Sponsor- Charles Antell, Inc (Hair Preparations) thru TAA, Inc(Balt). Pkgr- NBC Special Events; Dir- Robert Priaulex (cq). Arlene Francis and Ben Grauer are hosts and narrators for the telecast of the traditional Easter Parade on Fifth Avenue in New York. The program will include a fashion show in the Hotel Pierre.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Easter Teleparade of Stars, ON FILM; SPECIAL April 2; Sat, 10-10:30pm EST, from WABC-TV(NY), to the net. Sustaining. Pkgr- National Society for Crippled Children and Adults with CBS Television; Prod- Hilliard Marks; Dir- Ralph Levy; Assoc Prod- Dick Fisher; Co-ordinator- Bill Whitley; Writers- Sam Perrin, George Balzer, Al Gordon, Hal Goldman, Carroll Carroll; Musical Numbers Staged by- Paul Gotkin; Music Dir- Paul Baron; Sets- Robert T. Lee and John Lamphear; Prog Annr- Don Wilson. Special musical-variety-comedy program for the Easter Seal program, produced at CBS Television City. (See Page A for credits). The film will also be shown on about 300 different stations on a spot basis at various times.

CBS- Name That Tune (Thu, 10:30-11pm EST) Last show, March 24.

You Are There (Sun, 6:30-7pm EST) New series of films produced in Hollywood with new production staff, starts April 3. Exec Superv- William Dozier; Exec Prod- Ben Feiner; Prod- James Fonda; Dir- Bernard Girard. Films produced by CBS at Hal Roach Studios, Culver City, Calif.

1. The first part of the document discusses the importance of maintaining accurate records of all activities. It emphasizes that this is essential for ensuring the integrity and reliability of the information collected. The document also notes that proper record-keeping is a fundamental requirement for any organization that seeks to operate effectively and efficiently.

2. The second part of the document outlines the specific procedures that must be followed when collecting and analyzing data. It stresses the need for a systematic and consistent approach to data collection, and for the use of appropriate statistical methods to analyze the results. The document also highlights the importance of ensuring that the data is kept secure and confidential, and that it is only used for the purposes for which it was collected.

3. The third part of the document discusses the role of the various departments and individuals involved in the data collection and analysis process. It emphasizes the need for clear communication and coordination between all parties involved, and for the establishment of a strong working relationship between the different departments. The document also notes that it is essential for all individuals involved to be fully trained and qualified to perform their duties.

4. The fourth part of the document discusses the importance of regular monitoring and evaluation of the data collection and analysis process. It emphasizes that this is essential for ensuring that the process is working effectively and efficiently, and for identifying any areas where improvements can be made. The document also notes that it is essential for the results of the monitoring and evaluation to be used to inform the development of new policies and procedures.

5. The fifth part of the document discusses the importance of maintaining a high level of transparency and accountability in the data collection and analysis process. It emphasizes that this is essential for ensuring that the information collected is reliable and trustworthy, and for building confidence in the results. The document also notes that it is essential for all individuals involved to be fully aware of their responsibilities and to be held accountable for their actions.

6. The sixth part of the document discusses the importance of ensuring that the data collection and analysis process is fully compliant with all relevant laws and regulations. It emphasizes that this is essential for ensuring that the organization is operating within the law, and for avoiding any potential legal issues. The document also notes that it is essential for the organization to have a clear understanding of all relevant laws and regulations, and to ensure that the data collection and analysis process is designed to comply with all of them.

7. The seventh part of the document discusses the importance of ensuring that the data collection and analysis process is fully integrated with the organization's overall business strategy. It emphasizes that this is essential for ensuring that the information collected is used effectively to support the organization's goals and objectives. The document also notes that it is essential for the organization to have a clear understanding of its overall business strategy, and to ensure that the data collection and analysis process is designed to support it.

8. The eighth part of the document discusses the importance of ensuring that the data collection and analysis process is fully supported by the organization's resources. It emphasizes that this is essential for ensuring that the process is working effectively and efficiently, and for identifying any areas where improvements can be made. The document also notes that it is essential for the organization to have a clear understanding of its resources, and to ensure that the data collection and analysis process is designed to make the most effective use of them.

9. The ninth part of the document discusses the importance of ensuring that the data collection and analysis process is fully transparent and accessible to all relevant stakeholders. It emphasizes that this is essential for ensuring that the information collected is reliable and trustworthy, and for building confidence in the results. The document also notes that it is essential for the organization to have a clear understanding of the needs and expectations of all relevant stakeholders, and to ensure that the data collection and analysis process is designed to meet them.



OTHER NET CHANGES(Cont'd)

CBS- A Night of Vigil; SPECIAL April 3; Sun, 2-2:30pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- George Crothers; Dir- Joseph Scibetta. Special dramatic program written by Irving Tunick, commemorating the first Jewish Passover services in the U. S., 300 years ago in New Amsterdam. (See Page A, for cast credits).

DuM- Captain Video (Mon thru Fri, 7-7:15pm EST) Last show, April 1. Morgan Beatty and the News (Mon thru Fri, 7:15-7:30pm EST) Last show, April 1. Chicago Symphony (Wed, 9-10pm EST) Last show, April 6. The Paul Dixon Show (Mon thru Fri, 3-4pm EST) Last show, April 8.

NBC- Norby (Wed, 7-7:30pm EST & PST; 10-10:30pm CST) Last show, April 6.

Concerning Miss Marlowe (Mon thru Fri, 3:45-4pm EST) Helen Shields succeeds Louise Allbritton as "Maggie Marlowe," effective April 7.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC (Alka Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor the Thursday episode of The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm EST) over NBC-TV, effective April 7. Miles dropped its one episode a week sponsorship of both Modern Romances and Concerning Miss Marlowe, effective March 31, both over NBC-TV.

GENERAL ELECTRIC CO (Major Appliances Div) thru Young & Rubicam, Inc(NY) will become alternate week sponsor of Dear Phoebe, Fridays, over CBS-TV, effective April 8. Current sponsor, Campbell Soup Co., thru Batten, Barton, Durstine & Osborn, Inc (also agency for GE's institutional and group advertising) continues as alternate sponsor.

LOCAL STATION ACTIVITY

All Stations- Special Easter programs, both filmed and live, will be shown on stations throughout the country. Films come from various church sources.

WABD(Ch 5) - Schedule changes: Local live shows going off the air: Finders New York Keepers (Thu, 7:30-8pm), last show, March 31. Roy Doty and the Adventures of Danny Dee (Mon thru Fri, 5:15-5:30pm), last show, April 8. Kitchen Fare (Mon thru Fri, 12-12:30pm), last show, April 8. The Ernie Kovacs Show (Tue & Thu, 10-11pm), last show, April 7. Replacement programs are various film series and anthology dramas, several with live m.c.'s.

WRCA-TV(Ch 4) - Sheldon at Six; DEBUT April 5; Tue, Wed, Thu, 6-6:30pm EST. Sustaining. Pkgr- WRCA-TV; Prod- Steve Krantz; Dir- Willie Stein. Herb Sheldon, with his "characters" featured on his morning programs, Egbert, the Bookworm, etc., present variety entertainment for children, including films and cartoons, and advice on deportment.

WPIX(Ch 11) - Hy Gardner Calling; SCHEDULE CHANGE March 31; Thu, 10-10:30pm. New York Program was formerly seen Sundays, 7-7:30pm.

WPIX - Schedule changes: Programs going off the air to make room for baseball telecasts: Opinion Please (Mon thru Fri, 1:30-2pm); The Bob Kennedy Show (Mon thru Fri, 3-4:55pm); 3:55 News (Mon thru Fri, 3:55-4pm); all have last shows on April 8. Other programs in the afternoon are being re-scheduled, including The Dione Lucas Show, which moves from 2-2:30pm, to 4:30-5pm, Mon thru Fri, effective April 12.

1. The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's development.

2. The second part of the report deals with the economic situation of the country. It is a very interesting and informative study of the country's economic development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's economic development.

3. The third part of the report deals with the social situation of the country. It is a very interesting and informative study of the country's social development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's social development.

CONFIDENTIAL

4. The fourth part of the report deals with the political situation of the country. It is a very interesting and informative study of the country's political development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's political development.

5. The fifth part of the report deals with the cultural situation of the country. It is a very interesting and informative study of the country's cultural development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's cultural development.

6. The sixth part of the report deals with the foreign relations of the country. It is a very interesting and informative study of the country's foreign relations since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's foreign relations.

7. The seventh part of the report deals with the future of the country. It is a very interesting and informative study of the country's future since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's future.

8. The eighth part of the report deals with the conclusion of the study. It is a very interesting and informative study of the country's development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's development.

9. The ninth part of the report deals with the bibliography of the study. It is a very interesting and informative study of the country's development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's development.

10. The tenth part of the report deals with the index of the study. It is a very interesting and informative study of the country's development since 1945. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's development.



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shows are in upper and lower case letters, underlined.

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GUY LOMBARDO WRCA-TV 7pm

Kay Armen (S)

Secret Files, U.S.A. WABD 8pm

Mission Masterpiece - with Teddy Schaank: (SD)

THE BIG STORY NBC 9pm  
(Norman Rose)

Jack Hardin, Huntington, W. Va. Advertiser - (O) by Paul Monash; with Charles Aidman, James Millhollin, Mildred Clinton, Royal Beal, Val Avery, Joy Geffen, Victor Thorley; (SD)

SATURDAY APRIL 2  
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ON THE CAROUSEL WCBS-TV 9am  
(Paul Tripp)

Once Upon a Time - (O) by Jean Eicks; with regulars & Ted Tiller, Stevie Harris; (SD)

Easter Teleparade      NCBS-TV 10am  
of Stars

Jack Benny (C), Ruth Hussey, Bob Crosby & the Modernaires (M&S), Kitty Kallen (S), Bob Sterling & Anne Jeffreys, Van Johnson, Dick Contino (M), Shirley MacLaine (D), the Mellowmen (S), Don Wilson; Prod by Hilliard Marks; Dir by Ralph Levy (THIS TIME ONLY; ALSO ON ABC, NET ONLY, TONIGHT 10-10:30)

TOM CORBETT NBC 11:30

(O) by Al Aley; with regulars & Leon Janney, Griff Evans (SD)

Man Behind the Badge WCBS-TV 6:30  
(Charles Bickford)

kill play listed for this date last week; add: The Case of the Dying Past - with Wendell Holmes; (SD) by Paul Landres

SWIFT'S SHOW WAGON NBC 7:30pm

Marilyn Maxwell, the Ink Spots (S) (FROM WASHINGTON)

SUNDAY APRIL 3  
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CHILDREN'S HOUR      WRCA-TV 10am

Felix Adler (clown) (FROM PHILA.)

LAMP UNTO MY FEET CBS 10am

Film clips from A Man Called Peter - with Richard Todd

CAMERA THREE WCBS-TV 11:30

John Larkin replaces Michael Kane in 2nd part of The 49ers

PASSOVER PROGRAM CBS 2pm

A Night of Vigil - (O) by Irving Tunick; with Everett Sloane, Jonathan Harris, Martin Brooks, Harry Townes, Steven Meininger, Sheila Copelan, Jack Weston, Frieda Altman; Dir by Joe Scibetta (THIS TIME ONLY)

FRONTIERS OF FAITH NBC 2:30

Home for Passover - (O) by Sholom Aleichem, (A) by James Yaffe; with Ludwig Donath, Michael Wager, Harold Stone, Florence Stanley, Ian Tucker; (SD)

ADVENTURE CBS 3:30

Story of Mohammedanism - (O) by Irwin Blacker; (SD)

OMNIBUS CBS 5pm  
(Alistair Cooke)

The Iliad - (O) by Homer, (A) by Andrew K. Lewis; with Michael Higgins, Dorothy Hart, Florence Reed, Frederic Tozere, Paul Sparrer, Frederick Rolf, Herbert Evers, Alexander Scourby, Susan Douglas, LeRoi Operti, Grant Sullivan, Edgar Stehli, Roger Evan Boxill, Donald Harrens, Sorrel Booke, Lila Paris, Ruth White, Shirley Blanc, Bernard Lenrowe, Eric Sinclair, Isabel Bonner, Adrea Zanis (S), narrated by Michael Kane; Dir by Tad Danielewski; Staged by Elliot Silverstein; Music composed by Gene Cines

You Are There CBS 6:30  
(Walter Cronkite)

The Completion of the First Transcontinental Railroad - (O)  
by Newton Meltzer; with Bob Bray, Bob Karnes, Sammy Edwards,  
Bill Boyett, John Alderson, Jeff Yorke, Marshall Bradford,  
Charles Evans, Pitt Herbert, Harry Brown, Paul Birch, Kam Tong,  
Paul Keast, William Faussett, Robert Osterloh, Opal Eurdo; (SD)

Lassie CBS 7pm

(O) by David Chantler; with regulars & James Bell; (SD)

MR. PEEPERS NBC 7:30

regulars & Reta Shaw, Helen Raymond; (SW & SD)

COLGATE COMEDY HOUR NBC 8pm

Phil Harris (M&S), Kitty Kallen (S), Tennessee Ernie Ford (S),  
Dave Brubeck & quartet (M), Mazzone Abbott Dancers, Harry

ROSS REPORTS - 4/3/55 - Page A

Mimmo; (O) by Mort Lockman & Marty Ragaway TALENT SHOWSHEET (more)

1891. 1892. 1893. 1894. 1895. 1896. 1897. 1898. 1899. 1900. 1901. 1902. 1903. 1904. 1905. 1906. 1907. 1908. 1909. 1910. 1911. 1912. 1913. 1914. 1915. 1916. 1917. 1918. 1919. 1920. 1921. 1922. 1923. 1924. 1925. 1926. 1927. 1928. 1929. 1930. 1931. 1932. 1933. 1934. 1935. 1936. 1937. 1938. 1939. 1940. 1941. 1942. 1943. 1944. 1945. 1946. 1947. 1948. 1949. 1950. 1951. 1952. 1953. 1954. 1955. 1956. 1957. 1958. 1959. 1960. 1961. 1962. 1963. 1964. 1965. 1966. 1967. 1968. 1969. 1970. 1971. 1972. 1973. 1974. 1975. 1976. 1977. 1978. 1979. 1980. 1981. 1982. 1983. 1984. 1985. 1986. 1987. 1988. 1989. 1990. 1991. 1992. 1993. 1994. 1995. 1996. 1997. 1998. 1999. 2000. 2001. 2002. 2003. 2004. 2005. 2006. 2007. 2008. 2009. 2010. 2011. 2012. 2013. 2014. 2015. 2016. 2017. 2018. 2019. 2020. 2021. 2022. 2023. 2024. 2025. 2026. 2027. 2028. 2029. 2030. 2031. 2032. 2033. 2034. 2035. 2036. 2037. 2038. 2039. 2040. 2041. 2042. 2043. 2044. 2045. 2046. 2047. 2048. 2049. 2050. 2051. 2052. 2053. 2054. 2055. 2056. 2057. 2058. 2059. 2060. 2061. 2062. 2063. 2064. 2065. 2066. 2067. 2068. 2069. 2070. 2071. 2072. 2073. 2074. 2075. 2076. 2077. 2078. 2079. 2080. 2081. 2082. 2083. 2084. 2085. 2086. 2087. 2088. 2089. 2090. 2091. 2092. 2093. 2094. 2095. 2096. 2097. 2098. 2099. 2100. 2101. 2102. 2103. 2104. 2105. 2106. 2107. 2108. 2109. 2110. 2111. 2112. 2113. 2114. 2115. 2116. 2117. 2118. 2119. 2120. 2121. 2122. 2123. 2124. 2125. 2126. 2127. 2128. 2129. 2130. 2131. 2132. 2133. 2134. 2135. 2136. 2137. 2138. 2139. 2140. 2141. 2142. 2143. 2144. 2145. 2146. 2147. 2148. 2149. 2150. 2151. 2152. 2153. 2154. 2155. 2156. 2157. 2158. 2159. 2160. 2161. 2162. 2163. 2164. 2165. 2166. 2167. 2168. 2169. 2170. 2171. 2172. 2173. 2174. 2175. 2176. 2177. 2178. 2179. 2180. 2181. 2182. 2183. 2184. 2185. 2186. 2187. 2188. 2189. 2190. 2191. 2192. 2193. 2194. 2195. 2196. 2197. 2198. 2199. 2200. 2201. 2202. 2203. 2204. 2205. 2206. 2207. 2208. 2209. 2210. 2211. 2212. 2213. 2214. 2215. 2216. 2217. 2218. 2219. 2220. 2221. 2222. 2223. 2224. 2225. 2226. 2227. 2228. 2229. 2230. 2231. 2232. 2233. 2234. 2235. 2236. 2237. 2238. 2239. 2240. 2241. 2242. 2243. 2244. 2245. 2246. 2247. 2248. 2249. 2250. 2251. 2252. 2253. 2254. 2255. 2256. 2257. 2258. 2259. 2260. 2261. 2262. 2263. 2264. 2265. 2266. 2267. 2268. 2269. 2270. 2271. 2272. 2273. 2274. 2275. 2276. 2277. 2278. 2279. 2280. 2281. 2282. 2283. 2284. 2285. 2286. 2287. 2288. 2289. 2290. 2291. 2292. 2293. 2294. 2295. 2296. 2297. 2298. 2299. 2300. 2301. 2302. 2303. 2304. 2305. 2306. 2307. 2308. 2309. 2310. 2311. 2312. 2313. 2314. 2315. 2316. 2317. 2318. 2319. 2320. 2321. 2322. 2323. 2324. 2325. 2326. 2327. 2328. 2329. 2330. 2331. 2332. 2333. 2334. 2335. 2336. 2337. 2338. 2339. 2340. 2341. 2342. 2343. 2344. 2345. 2346. 2347. 2348. 2349. 2350. 2351. 2352. 2353. 2354. 2355. 2356. 2357. 2358. 2359. 2360. 2361. 2362. 2363. 2364. 2365. 2366. 2367. 2368. 2369. 2370. 2371. 2372. 2373. 2374. 2375. 2376. 2377. 2378. 2379. 2380. 2381. 2382. 2383. 2384. 2385. 2386. 2387. 2388. 2389. 2390. 2391. 2392. 2393. 2394. 2395. 2396. 2397. 2398. 2399. 2400. 2401. 2402. 2403. 2404. 2405. 2406. 2407. 2408. 2409. 2410. 2411. 2412. 2413. 2414. 2415. 2416. 2417. 2418. 2419. 2420. 2421. 2422. 2423. 2424. 2425. 2426. 2427. 2428. 2429. 2430. 2431. 2432. 2433. 2434. 2435. 2436. 2437. 2438. 2439. 2440. 2441. 2442. 2443. 2444. 2445. 2446. 2447. 2448. 2449. 2450. 2451. 2452. 2453. 2454. 2455. 2456. 2457. 2458. 2459. 2460. 2461. 2462. 2463. 2464. 2465. 2466. 2467. 2468. 2469. 2470. 2471. 2472. 2473. 2474. 2475. 2476. 2477. 2478. 2479. 2480. 2481. 2482. 2483. 2484. 2485. 2486. 2487. 2488. 2489. 2490. 2491. 2492. 2493. 2494. 2495. 2496. 2497. 2498. 2499. 2500. 2501. 2502. 2503. 2504. 2505. 2506. 2507. 2508. 2509. 2510. 2511. 2512. 2513. 2514. 2515. 2516. 2517. 2518. 2519. 2520. 2521. 2522. 2523. 2524. 2525. 2526. 2527. 2528. 2529. 2530. 2531. 2532. 2533. 2534. 2535. 2536. 2537. 2538. 2539. 2540. 2541. 2542. 2543. 2544. 2545. 2546. 2547. 2548. 2549. 2550. 2551. 2552. 2553. 2554. 2555. 2556. 2557. 2558. 2559. 2560. 2561. 2562. 2563. 2564. 2565. 2566. 2567. 2568. 2569. 2570. 2571. 2572. 25

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the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion. The number of people aged 65 and over is expected to increase from 250 million to 450 million. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion.



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Moulin Rouge - With regulars: Claude Dauphin, Louis Jourdan, & Colette Richard, Madeleine Lambert, Colin Drake, Christian Fourcade, Jean Valmence, Mickey Michaels, Marcelle Broc, Gemond Vital, Rachel Berendt; (SD) by Sobey Martin & Charles Haas; Prod by Andre Hakim (PREMIERE OF NEW SERIES)

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Double Trouble - with regulars & Phyllis Coates, Jack Larson,  
Walter Cannon, Hans Miller; (SW & SD)

Christmas Pudding - (O) by George & Gertrude Fass; with Eugene Deckers, June Rodney, Richard Watson, Arthur Lance, Harry Belither, Russell Caprio, Sacha Pitoeff; (SD)

Incident on the China Coast - (O) by Peter Thacher, (A) by Warren Forth; with Dan Barton, Alan Lee, Victor Millan, Noel Toy, Laura Elliott, Douglas Kennedy, John Dodsworth, Gloria Saunders, Joan Elan; (SD) by James Neilson

Reunion in Vienna - (O) by Robert E. Sherwood, (A) by David Shaw; with Greer Garson, Brian Aherne, Peter Lorre, Robert Flemmyng, Cathleen Nesbitt, Lili Darvas, Herbert Berghof, George Voskovec, Frederic Worlock, Tamara Daykarhanova, Horace Cooper, Nehemiah Persoff, Boris Marshalov, Edith Meiser, Donald Marye, Gene Saks; (SD) by Vincent Donehue; Assoc Dir - Dominick Dunne; Sets - Rouben Ter-Arutunian; Music - Harry Sosnick; Guest Prod - Jean Dalrymple

Nadine Conner (S)

The Tender Leaves of Hope - (0) by Theodore & Mathilde Ferro;  
with Raymond Massey, Anne Seymour, Robert Goodier, Norman  
Rose, Harrison Dowd, Joy Hodges, Viola Roache; (SD)

Theatre Tickets - with regulars & Pitt Herbert, Emory Parnell,  
Phil Tead: (SD)

Cross My Heart - (O) by Harry W. Junkin; with Hugh Marlowe, Neva Patterson, Roni Dengel, Jane Seymour, Evelyn Ellis, Sandy Kenyon, Janie Alexander; (SD) by Paul Nickell

regulars & Denver Pyle, Jean Willis, Morris Ankrum, Jimmy  
Dodd, Steve Pendleton; (SW & SD)

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Beyond - with William Lundigan, Ellen Drew, Tom Drake, Bruce Bennett; (O) by Ivan Tors, (A) by Robert Smith & George Van Marter; Dir by Herbert Strock (PREMIERE OF NEW SERIES)

No Greater Love - with Mary Anderson, Arthur Franz, Reed Hadley, David Bond; (SD)

Fog Bound - (0) by Frank Moss & Lee Berg; with regulars & Mae Clarke, Wilton Graff, George Chandler, Victor Sen Young, Wever Levy, Spencer Chan; (SD)

Father & the Circus - (O) by Whitfield Cook; with regulars & Sig Arno, Ronny Liss, Herb Rissman, The Great Navarre, Jane Crowley, Noreen Corcoran; (SD)

Sophie Tucker (S):

Rescue - (O) by H. Bedford-Jones, (A) by Lawrence Kimble;  
with Brian Keith, Dorothy Green, Romo Vincent; (SD)

regulars & Erville Alderson; (SW & SD)

Not the Marrying Kind - (O) by Lester Atwell, (A) by Cyril Hume; with Dan Barton, Kathleen Crowley, Sheila Bromley, Ray Montgomery, Marjorie Owens, Larry White, Nadene Ashdown, Francis Pierlot; (SD)

The Philosopher - (O) by Herny Garson; with regulars & Arthur Q. Bryan; (SD)

TALENT SHOWSHEET (more)





TUESDAY APRIL 5 (Cont'd)  
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ELGIN HOUR ABC 9:30

Black Eagle Pass - (O) by Halsted Welles; with Paul Douglas, Joan Lorryng, Valerie Bettis, Philip Abbott, Charles Dingle, Edward Binns; (SD) by Donald Richardson

NEW RED SKELTON SHOW CBS 9:30

Mary Meade French (S) (FROM HOLLYWOOD)

ARMSTRONG'S CIRCLE NBC 9:30  
 THEATRE

Buckskin - (O) by Mann Rubin; with Jack Lord, John Cassavetes, Susan Morrow, Neville Brand, George Macready, Frank McHugh, Matt Crowley, Walter Burke, George Ebeling, Gaines Kincaid; (SD) by Dan Petrie  
Last Duel in Virginia City - (O) by Irving Elman; with Todd Karns, Lawrence Fletcher, Ford Rainey, Noel Leslie, G. Albert Smith, John Buckwalter, P. J. Kelly, Charles Mendick, Dan Reed, Martin Newman; (SD)

DANGER CBS 10pm

WEDNESDAY APRIL 6  
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Wild Bill Hickok WRCA-TV 6pm

Sagebrush Manhunt - with regulars & Jill Richards; (SW & SD)

My Little Margie NBC 8:30  
New Stu Erwin ABC 8:30  
KRAFT TELEVISION NBC 9pm  
 THEATRE

regulars & Muriel Landers; (SW & SD)  
 regulars & Nancy Evans, Theresa Lyon, Dee Carroll, Larry Blake  
Whim of Iron - (O) by Michael Dyne; with Anthony Franciosa, Claudia Morgan, Judson Laire, Woodrow Parfrey, Jerome Kilty, Mildred Tolan; (SD) by Fielder Cook

The Millionaire CBS 9pm  
 (Marvin Miller)

The Story of Rev Johnson - with Arthur Shields, Eleanore Tannin, Lennie Freeman; (SD)

THE BEST OF BROADWAY CBS 10pm  
 (COLOR)

Stage Door - (O) by Edna Ferber & George S. Kaufman, (A) by Gore Vidal; with Rhonda Fleming, Diana Lynn, Dennis Morgan, Peggy Ann Garner, Charles Drake, Elsa Lanchester, Victor Moore, Virginia Vincent, Nita Talbot, Kathleen Maguire, Mary Ellen Verheyden, Treva Frazee, Elizabeth Yorke, Don Keefer, Jack Weston, Melissa Weston, David White; Dir by Sid Lumet

Douglas Fairbanks WRCA-TV 10:30

Con Cregan's Legacy - no credits available at press time

Eddie Cantor WABC-TV 10:30

The Finer Points - with Robert Strauss, Douglass Dumbrille, Jack LaRue; (SD)

THURSDAY APRIL 7  
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Guy Lombardo WRCA-TV 7pm

Toni Arden (S)

Ray Milland CBS 8pm

regulars & Jack Haley; (SW & SD)

Conrad Nagel Theatre WABD 8pm

To Whom it May Concern - (O) by Sam Twining; with Fiorella Mari, John Douglas, Pat Crean; (SD)

CLIMAX! CBS 8:30  
 (William Lundigan)

Private Worlds - (O) by Phyllis Bottome, (A) by Mel Dinelli; with Claudette Colbert, Marguerite Chapman, Marilyn Erskine, Lorne Green, Warren Stevens, Katharine Warren; (SD) by John Frankenheimer (FROM HOLLYWOOD)

JUSTICE NBC 8:30  
 (Gary Merrill)

The Wire-Tapping Case - (O) by Newton Meltzer; with June Lockhart, Joe Maross; others to be announced; (SD)

Treasury Men in Action (Walter Greaza) ABC 8:30

(C) by Malvin Wald; with Byron Foulger, Vivi Janis, Harry Lauter, Phillip Van Zandt; (SD)

STAR TONIGHT ABC 9pm

Treasure Trove - (O) by Fryniwyd Tennyson Jesse, (A) by Harry W. Junkin; with Pat Sully, Wesley Addy, Marc Cramer, others to be announced; (SD) by Joel O'Brien

Four Star Playhouse CBS 9:30

The Collar - (O) by Frederick Lipp; with David Niven, Barton MacLane, Walter Coy, Richard Hale; (SD) by Roy Kellino

Ford Theatre NBC 9:30

Deception - (O) by Ted Thomas & Jan Leman, (A) by Lillie Hayward & Karen DeWolf; with Sylvia Sidney, John Howard, June Vincent, Greta Granstedt, Sally Fraser, Mark Andrews; (SD)

POND'S THEATRE ABC 9:30

The Glass Parlor - (O) by Hal Hackady; with Polly Rowles, Richard Kendrick, Bill Lundmark, Margaret Barker, Sue Randall, Ruth Attaway; Prod & (SD) by William Graham





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TALENT SHOWSHEET (more)





MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 1 THRU FRIDAY APRIL 8 (CONT'D)  
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|---|---------------------|---|
| TELEPIX NEWS  | WPIX 7:15<br>& 11pm | M thru F until 4/25 - John E. McCarthy subs for hospitalized John Tillman as reporter   |
| TONIGHT<br>(Steve Allen)                                | NBC 11:30           | M - Sono Osato (D), The Red Caps (D); Tu - Henry Morgan (C), Terri Stevens & Al Hibbler (S); W - Dorothy Collins (S), Wally Cox (C), John Scarne (card expert); Thu - Shubert Alley block party celebrating 1st anniversary of <u>Anniv. Waltz</u> ; F - Richard Hayman (M)   |
| SATURDAY APRIL 9<br>~~~~~                               |                     |   |
| <u>Captain Midnight</u>                                 | CBS 11:30           | <u>Trapped Behind Bars</u> - (O) by Milton M. Raison, (A) by George Bricker; with regulars & Don C. Harvey, Mel Wells, Lennie Bremen; (SD)  |
| <u>The Range Rider</u><br>(Jack Mahoney)                | WRCA-TV 6:30        | <u>The Hawk</u> - (O) by Elizabeth Beecher; with regulars & Denver Pyle, Louise Lorimer; (SD)   |
| <u>Rheingold Theatre</u><br><u>Presents Henry Fonda</u> | WRCA-TV 7pm         | <u>Her Crowning Glory</u> - (O) by Clock Dailey; with Teresa Wright, John Litel, Mabel Albertson, Doug Kennedy, Maudie Prickett; (SD) by Roy Kellino  |
| SWIFT'S SHOW WAGON                                      | NBC 7:30            | Four Step Brothers (D)  |
| MAX LIEEMAN<br>SPECTACULAR                              | NBC 9pm<br>(COLOR)  | <u>The Merry Widow</u> - with Anne Jeffreys, Edward Everett Horton (C), John Conte, Bambi Linn & Rod Alexander (D), Beatrice Kraft (D), Brian Sullivan (S)  |
| ALL IN FUN  | CBS 10:30           | George DeWitt (C), Johnny Mercer (S&composer), The Goofers (trampo-C), Bill Hayes (S), Fisher & Marks (C) (LAST SHOW)   |
| SUNDAY APRIL 10<br>~~~~~                                |                     |   |
| <u>The Search</u>                                       | CBS 4:30            | <u>Progress in Psychiatry &amp; Research on the Human Brain - 2 Parts</u> - (O) by John Pfeiffer; Dir by Henwar Rodakiewicz (THIS WEEK & NEXT)  |
| <u>Roy Rogers</u><br>(& Dale Evans)                     | NBC 6:30            | <u>Go for Your Gun</u> - (O) by Dwight Cummins; with regulars & Alfalfa Switzer, James Diehl, Bob Wilke, Michael Ragan, George Lewis, William Fawcett, Reed Howes; (SD)   |
| <u>You Are There</u>                                    | CBS 6:30            | <u>P. T. Barnum Presents Jenny Lind</u> - (O) by Alexander Furth; with Leni Landrey, Edith Evanson, John Dodsworth, Roy Collins Earl Brown, Dick Simmons, Frank Krieg, William Dalzell, Syl Lamont, Lillian Sayre, Stafford Repp, Claire de Brey, John Alvin, Maury Hill, Sid Clute, Stephen Coit, Herbert Deans (SD)   |
| <u>private Secretary</u><br>(Ann Sothern)               | CBS 7:30            | <u>Perfect Specimen</u> - (O) by Leonard Gershe; with regulars & Donald Curtis, Anne O'Neal, Cliff Roche, Cosmo Sardo; (SD)   |
| OPERA CAMEOS  | DuM 7:30            | <u>Fledermaus</u> - excerpts from opera by Johann Strauss, English version by Howard Dietz & Garson Kanin; with Brenda Lewis, Virginia MacWatters, Adriana Knowles, Suzanna Ames, Ralph Herbert, Lloyd Thomas Leech, David Aiken, Stanley Carlson, Mr. Velucci (all S) (45 MINUTES, LAST SHOW OF THE SEASON)  |
| <u>Pepsi-Cola Playhouse</u>                             | ABC 7:30            | <u>Petersen's Eye</u> - with Robert Ellenstein, Herbert Patterson   |
| TOAST OF THE TOWN<br>(Ed Sullivan)                      | CBS 8pm             | David Whitfield (S), Rosemary Clooney (S), clips from <u>Run for Cover</u> - with James Cagney, also in recorded interview; Willie Mays, Pee-wee Reese, Dusty Rhodes, Robin Roberts, Warren Spahn Vic Wertz, Gerry Coleman (all baseball); <u>Graduation Ball</u> - choreographed by David Lichine, with Ballet Theatre Co. (D) Los Chavales de Espana (S&M), Trini Reyes (D), Notre Dame Glee Club |
| COLGATE COMEDY HOUR                                     | NBC 8pm             | <u>Roberta</u> - Jerome Kern's operetta - with Gordon MacRae (S), Nina Foch, Jack Carter (C), Agnes Moorehead, Lucille Norman (S), Luba Malina (S&C), Reginald Denny; TV (A) by Charles Friedman, Ronald Alexander, David Rogers (FROM HOLLYWOOD)   |
| <u>Loretta Young</u>                                    | NBC 10pm            | <u>He Always Comes Home</u> - (O) by Marian Thompson; with Richard Arlen, Eleanor Donahue, Russ Conway, Merry Anders; (SD)  |
| <u>Bob Cummings</u><br>(Rosemary DeCamp)                | NBC 10:30           | <u>Bob to the Rescue</u> - with regulars & Lyle Talbot, Rosemary Bowe, Norman Brooks, Wilson Wood; (SW & SD)  |

THE UNIVERSITY OF CHICAGO

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